Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

March 14, 1960
Volume 31 • Number 11
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

Second Class Postage Paid at Chicago, Ill.

Copyright, 1960, by Advertising Publications, Inc.

THE NATIONAL NEWSPAPER OF MARKETING

Decree Limits Agency's Clients, Account Activity

FC&B Signs Consent in '54 Anti-Trust Case; Resigned Swiss Watchmaker in '58

WASHINGTON, March 11—Foote, Cone & Belding, New York, was among 13 defendants which accepted consent judgments today as a result of a government anti-trust suit contending that Swiss and U.S. companies conspired to curb watch making in this country and to stabilize prices.

The complaint, issued in October, 1954, involves a total of 22 associations and manufacturers and is known as U. S. vs. Watchmakers of Switzerland. In announcing the 13 consent decrees the Justice Department said it will proceed to trial against the remaining defendants.

FC&B, which was identified as agency for two of the groups of Swiss manufacturers, was accused of disseminating trade information in support of a conspiracy. Under the consent settlement, it is enjoined from disseminating trade information including blacklists, but it may collect such information when it is required for the operation of its normal business as an advertising agency.

(Continued on Page 123)

Kool-Aid Promotion Offers Summer Camp to Winning Essayists

CHICAGO, March 10—General Foods' Perkins division is sponsoring a contest for Kool-Aid in which children can win summer camp vacations.

Advertising for the promotion will include a color page in *Life* April 4; color pages in Metro Sunday Comics Network; *Puck—The Comic Weekly* and independent comics sections April 3 and 10; spots on three ABC-TV shows—"Rocky & His Friends," "Rin Tin Tin" and "My Friend Flicka"—April 4 through May 13; local tv spots in about 50 markets, and participation on "Breakfast Club" (ABC Radio) April 4 through May 13. In-store promotion material will include cards with entry blanks attached.

In addition, entry blanks will be included in promotional booklets which the American Camping Assn. provides to members to send to prospect lists. In return, Kool-Aid is donating $10,000 to the association's scholarship fund to educate camp counselors.

■ Contest entrants must tell why they want to go to summer camp, and enclose a Kool-Aid envelope with the entry. Prizes include 160 summer camp vacations (worth $200 each) and 500 sleeping bags. The entire promotion is price-tagged at about $350,000.

Foote, Cone & Belding, Chicago, is the agency. #

C'MON IN—*This ad announcing Kool-Aid's summer camp vacation contest will run in Life April 4.*

Broadcasters Face Tougher FCC Under Ford

Doerfer Successor Calls Air Freedom Compatible With Concern for Public

WASHINGTON, March 10—Broadcasters can expect that the Federal Communications Commission will be more active in supervising their affairs, now that the chairmanship is to be exercised by Frederick W. Ford.

As a commissioner since August, 1957, he has agreed that programming responsibility must rest with broadcasters. But he has also emphasized that the commission has a responsibility to determine that over-all operations are in the public interest.

Just a month ago he told the Television & Advertising Club of Philadelphia that no responsible person proposes to make FCC a supreme board of censors.

But he said, "I look forward to the development within the com-

(Continued on Page 123)

'What Is an Interruption?' . . .

Advertisers Question Fine Print in CBS Rules

Smaller Sponsors, Minor Brands, 'Unacceptable' Products May Lose Out

By Maurine Christopher

NEW YORK, March 11—CBS Television can expect many questions about, and some objections to, its new rules concerning the permissible number of program interruptions by commercials and the handling of personal product and drug copy (AA, March 7).

Advertiser and agency executives still are pondering the revisions announced last week at the network's affiliates meeting in Washington, but already they are asking such questions as:

• How will the limitations on the number of program interruptions affect small brands which share sponsorship of half or quarter-hour shows with several other products? Can these modestly budgeted brands afford network tv under the revised regulations, or must they return to spot for the flexibility they need?

• How will CBS define a program interruption? Will those smoothly integrated, highly entertaining commercials on some comedy shows be classified as "an interruption of the main entertainment portion of the program" and counted as one of the two interruptions allowed on nighttime quarter-hour and half-hour entertainment shows?

• How tightly will CBS interpret its billboard restriction?

• Specifically what kind of copy will not be acceptable for replacement on news and public affairs programs?

• What kind of schematic charts of circulatory, respiratory or digestive systems will be acceptable as indicative of the "principle of relief rather than clinical details of discomfort"?

These were a few of the puzzlers raised as CBS announced plans for a cleanup in two of the areas that have disturbed tv critics—(1) the number of times the program proper is interrupted, particularly as relates to news and public affairs fare and (2) the hard-hitting, overly graphic techniques used on behalf of some drug products.

As of September, CBS will limit the number of times a nighttime advertiser can break into the program for a word for his product, though there is no change in the amount of commercial time allowed.

For half-hour and quarter-hour entertainment programs, a maximum of three commercial positions (in addition to billboards) will be permitted, but the main entertainment portion of the program may not be interrupted more than twice. If the major sponsor wishes, he may use multi-product commercials in one of the two positions he gets on the show, but they will have to be scheduled one after the other, or "piggyback," as CBS put it.

■ The minor sponsor also can piggyback two products in his commercial if the total number of products permitted on the program (four in the case of 15-minute and

(Continued on Page 123)

Research Is NBP Sessions' Keynote . . .

Meldrum Study Helped Republic Steel Hike Readership 10%, NBP Is Told

Fahrendorf Is Awarded Silver Scroll; New Scepter to Top Goodyear Execs

BOCA RATON, March 10—Research—basic and applied—proved to be the focal point of interest at the spring meeting of National Business Publications here this week.

Publishers got previews of two new, and sometimes conflicting, reports analyzing factors which contribute to effective business paper advertising. They also heard A. W. Lehman, managing director of Advertising Research Foundation. He complained that there has been so much emphasis on applied research that advertising is failing to utilize new techniques developed by social scientists in recent years which could lead to effective and less costly research methods.

■ For the second successive year, NBP also paid some attention to procedures to close the gap between itself and Associated Business Publications. After accepting the new Silver Scroll award, signifying the completion of his term as NBP chairman, P. M. Fahrendorf, Chilton Co., suggested it would be "the better part of wisdom" if NBP and ABP each appointed a special committee to explore possible areas of cooperation between the two groups.

He noted that the two associations are cooperating in a financial, accounting and cost control study and said other areas which might be considered are relations with such groups as Assn. of National Advertisers, American Assn. of Advertising Agencies and Advertising Federation of America; relations with government; editorial training and development; sales management; recruiting, training and development; promotion, particularly with regard to competitive media; research, and general management.

■ An innovation this year was the award of NBP's new Silver Scepter to E. J. Thomas, chairman, and Russell DeYoung, president, Goodyear Tire & Rubber Co., Akron, each as "market maker of the year." The citation recognized "the marketing genius of Goodyear's far-flung world markets." In accepting the award, Mr. DeYoung called for better coverage of foreign industrial developments to help inform U. S. industry of foreign competition. He also suggested more meetings between publishing executives and leaders in the fields of industry which

(Continued on Page 124)

Last Minute News Flashes

Colgate-Palmolive Tests Dynamo Detergent

NEW YORK, March 11—Colgate-Palmolive Co. breaks advertising next week for a new liquid laundry detergent, Dynamo, in the Decatur-Bloomington, Ill., marketing area. Norman, Craig & Kummel is the agency. Newspapers, radio, and extensive sampling and couponing will be used.

Papert, Koenig, Lois Gets Pharma-Craft's Coldene

NEW YORK, March 11—Pharma-Craft Co. has appointed Papert, Koenig, Lois Inc. to handle Coldene cold medicines and a new product to be placed in test markets shortly, thus completing its agency realignment. Earlier, Daniel & Charles was named for Fresh deodorants, Ting and another unnamed new product. J. Walter Thompson formerly handled Coldene and Fresh was at Cohen, Dowd & Aleshire. Daniel & Charles billings on the account are said to be about $1,300,000, the Papert, Koenig, Lois portion about $1,000,000.

Heublein to Test Low-Price Popov Vodka

HARTFORD, March 11—Heublein Inc. will test a new low-price vodka, Popov, with a $150,000 newspaper and outdoor campaign in California in June. Victor A. Bennett Co., New York, one of Heublein's three agencies, will handle the campaign.

(Additional News Flashes on Page 123)

K&E Reassured (Somewhat) After Pepsi Session

Agency Can Point to Role in Zooming Sales, Alumni Now with Client

NEW YORK, March 10—Kenyon & Eckhardt, apparently taken by surprise by the Pepsi-Cola move to invite 11 other agencies to solicit the soft drink marketer's business (AA, March 7), this week jumped to renew its hold on the $10,000,000 account.

A meeting between agency and client brass reportedly left K&E people feeling they had a fight on their hands to retain the account—but that, best of all, the possibility remained that they might keep Pepsi.

Kenyon & Eckhardt's shock at the announcement of Pepsi's availability was evident against such background considerations as:

• Pepsi sales and profits reached record levels in 1959; volume advanced from $136,000,000 to an estimated $155,000,000; net income jumped from $11,547,000 to an estimated $13,500,000.

• In 1949, Pepsi was being outsold by Coca-Cola by a 4-to-1 ratio; today the gap is less than 2-to-1. In 1950, Pepsi accounted

(Continued on Page 12)

For 1960...

Goodrich Trims Magazine List, Adds Newspapers

AKRON, March 11—In a major shift in advertising strategy, F. B. Goodrich Co. has jacked up its national advertising budget 37% for 1960, at the same time sharply slashing its magazine schedule from 35 magazines in 1959 to eight this year.

Newspaper spending, limited to 79 markets in 1959, has been expanded to 239 markets, while Goodrich television activity in 1960 remains constant—co-sponsorship of three "CBS Reports" March 17, April 21 and June 27.

Although Goodrich has not made its national ad budget known, it is estimated that the company will spend some $8,000,000 in 1960. In a speech before the New York Society of Security Analysts March 7, J. W. Keener, president and chief executive officer, said the Goodrich "national, but not total" ad budget was "some 60% higher than in 1959." He added that the new ad program is designed to show Goodrich for the "progressive, diversified company that it is."

(B. F. Goodrich's measurable ad expenditure in 1958 amounted to $5,200,000. If 1959 totals remained constant, expenditures in 1960 would total about $8,000,000, or 60% more than $5,000,000.)

■ In 1959, most of Goodrich's media budget went for some 256 pages in 35 magazines. Newspaper advertising last year was limited to "at least ten" national tire ads in 79 markets. Television spending went in support of three "CBS Reports" shows broadcast in Oc-

(Continued on Page 12)

Robert Hall Clothes Breaks Easter Push, Sets 13 Openings

NEW YORK, March 11—Robert Hall Clothes breaks a major campaign over the weekend with television schedules in 169 markets for its spring and Easter campaign.

The Robert Hall musical theme, "Easter clothes—Robert Hall" is slated for 316 radio and tv stations in what is described by Jerry Besse, exec vp of Arkwright Advertising, the clothing chain's radio-tv agency, as "the most extensive air campaign ever used by Robert Hall." The budget represents an 18% increase over last year, he said.

A spring expansion program will see 13 new store openings this month, including four in one day in the Minneapolis-St. Paul market, at which special remote broadcasts and personal appearances by local broadcast personalities are planned.

The company's newspaper ad program embraces more than 250 publications on a weekly basis. Print ads are placed direct by Robert Hall. The print and broadcast budgets are estimated at more than $1,000,000 apiece over a six-month period. #

Hebel Joins Gordon Best as VP, Old Milwaukee Supervisor

Anthony J. Hebel has joined Gordon Best Co., Chicago, as a vp and supervisor of the Jos. Schlitz Brewing Co.'s Old Milwaukee beer account. Mr. Hebel previously was a vp of Grant Advertising, where he supervised the Old Milwaukee account until it moved to Best last month (AA, Feb. 15). He previously had been with McCann-Erickson eight years.

Welcoming Spring in the Flower Seed Room at Grandma Moses'
LUTHER BURBANK SEEDS
Grandma Moses' Flower Garden
(a regular $1.75 retail value)
Borden's
Gay Country Note Cards
(from her own paintings)
Either offer yours for 25¢ and one Borden's Instant Coffee label

BEANS AND SEEDS—*Borden Foods Co. is offering two premiums—Grandma Moses flower seeds or note cards—for 25¢ and one Borden's instant coffee label for each set desired. This four-color center spread runs in The Saturday Evening Post, March 19. Doherty, Clifford, Steers & Shenfield, New York, is the agency.*

Syndicators' Syndrome . . .

Traviesas Tells Rough Road Ahead for TV Film

New Ways Needed to Vie With Nets, BBDO VP Says; Graff Outlines Cost Woes

NEW YORK, March 9—The problems and pluses of syndication tv were discussed here yesterday at the time buying and selling seminar of the Radio & Television Executives Society.

Herminio Traviesas, vp of Batten, Barton, Durstine & Osborn, warned the syndicators to expect rough going ahead, with more intensified competition from networks and stations. He suggested that they (1) bypass run-of-the mill programs, (2) stop copying action formats and (3) strive for exciting, different new shows—in public affairs as well as other categories—to counterbalance what the networks offer.

■ "Look at the projected plans of the networks," he said, in spelling out the type of competition syndicators face. "All three are planning hour shows in the 7:30 to 8:30 time slot—across the board. The first 20 minutes of some of the programs will be sold locally on a co-op basis, thus affording an advertiser many of the advantages of syndication with a network property. The 10:30-11 p.m. time slot also has been penciled in by the networks. These time periods, which traditionally have been reserved for syndicators, are now unavailable to them.

■ "In addition, there is the type of network buying which we call the scatter plan. Today we can buy one-third participations in

(Continued on Page 126)

Wrigley's '60 Ads to Top $9,000,000

CHICAGO, March 8—Wm. Wrigley Jr. Co. will boost its advertising expenditures this year, Philip K. Wrigley, president, told stockholders this month.

Although the company declined to say how much it would spend this year, ADVERTISING AGE learned that Wrigley will place a greater emphasis on local spot television this year and less emphasis on newspapers and outdoor.

Wrigley also plans more advertising for its Doublemint gum and currently is promoting the product with tv spots in selected markets. AA learned that the gum giant invested an estimated $9,000,000 in advertising last year, about the same as the 1958 total (AA, Aug. 31, '59). #

Fawcett Gives Whole Account to LaRoche

NEW YORK, March 8—Fawcett Publications has consolidated its advertising-sales promotion account into a single agency, C. J. LaRoche & Co., effective immediately.

The Fawcett account was formerly shared by Brown & Butcher, for *True*, and Doyle Dane Bernbach Inc., for *Woman's Day*. Other Fawcett books, including *True Confessions, Motion Picture, Cavalier, Mechanix Illustrated* and Fawcett's Men's Group, Detective Group and "How-To" books, were previously unassigned.

Billings were estimated at close to $500,000 for print advertising in 1960. #

Kelly-Springfield Sets Print Drive

CUMBERLAND, MD., March 10—Kelly-Springfield Tire Co. will use its "most extensive advertising-merchandising program" this year. The campaign theme will be "Ride the Kelly road."

Consumer, farm and business publications will be used, with ad copy saying, "The longer, safer Kelly road is wherever your car takes you—when you ride on a set of dependable Kellys."

A four-color spread in the March 28 *Life* and the April 16 *Saturday Evening Post* will launch the consumer drive. Kelly-Springfield will use a series of b&w, two-color and four-color pages to round out the campaign. A similar schedule has been planned for farm and business publications.

Compton Advertising, New York, is handling the campaign. #

Dartnell Sells 'American Business' to Geyer-McAllister

American Business, monthly management magazine, has been sold by Dartnell Publications, a subsidiary of Dartnell Corp., Chicago, to Geyer-McAllister Publications, New York. Donald McAllister, president of Geyer-McAllister, said *American Business* will be incorporated with *Office Management* with the May issue and the combined magazine will be called *Office Management & American Business*.

B. Gordon Fyfe, Dartnell president, said the magazine was sold in order to concentrate editorial and research resources in the company's primary field, monthly services for sales and personnel administration.

Wilson Names Campbell-Mithun for Meat Account

Ex-Principals of Old Wherry, Baker Shop Vied for $1,500,000 Account

CHICAGO, March 8—Wilson & Co. today moved all of its meat advertising account into Campbell-Mithun's larder.

The business includes Wilson hams, bacon, sausage, canned meats, Menu-Pak and portion controlled meat products. Wilson estimated billings at $1,500,000, but other sources told ADVERTISING AGE that billings were much nearer $900,000. Kenyon & Eckhardt, which parted company with Wilson last November, is the former agency (AA, Nov. 23, '59).

Campbell-Mithun won the account in competition with Campbell-Ewald Co.; Compton Advertising; Cunningham & Walsh; Erwin Wasey, Ruthrauff & Ryan, and Clinton E. Frank Inc. Members of the Campbell-Mithun team which made the winning presentation included Lee Terrill, exec vp in charge of the Chicago office; William C. Lyddan, vp and board member, and Ernest Turner, creative director, who is headquartered here.

■ The selection of Campbell-Mithun came as a big surprise in some quarters, as Compton had been heavily favored to acquire the business. Bruce A. Baker and Louis E. Tilden, senior vp and vp respectively of Compton, formerly were principals—with Harry D. Barger, now Wilson's manager of advertising and sales promotion—in Baker, Tilden, Bolgard & Barger, which merged with Compton last month (AA, Feb. 8). In addition, Mr. Barger's brother, Cecil, is a vp of Compton and a former member of the Baker, Tilden agency.

A stronger factor in Campbell-Mithun's favor, however, was the presence of Larry A. Wherry, former president of Wherry, Baker & Tilden (predecessor of Baker, Tilden, Bolgard & Barger), who resigned last summer and joined Campbell-Mithun two months ago as an account executive and marketing specialist.

Mr. Wherry, who headed up the Oscar Mayer & Co. account while at Wherry, Baker & Tilden, helped prepare the Campbell-Mithun approach to Wilson although he did not make the presentation.

The account will be handled out of Campbell-Mithun's Chicago office, and William C. Lyddan has been named account group head. The effective take-over date has not been set, although the new agency is expected to start work immediately.

■ The acquisition of Wilson marks the second major account landed by C-M's Chicago office in the last five months. Last October, the agency snared some $2,000,000 in Helene Curtis Industries billings (AA, Oct. 26).

This also marks C-M's reentry into the meat packing field after an 18-month absence. The agency formerly handled meats and Red Heart dog and cat foods for John Morrell & Co., losing the last of that business Oct. 1, 1958.

Roche, Rickerd & Cleary, Wilson's other agency, will continue to handle Wilson Sporting Goods Co., Ideal dog food, Wilson's BV and other products. #

Murray Platte Named VP

Murray Platte, general manager of Smith/Greenland, New York, has been elected a vp.

Highlights of This Week's Issue

Earl W. Kintner, Federal Trade Commission chairman, sees improvement in creativity and truthfulness in television advertising ..... **Page 4**

Merrill Lynch, Pierce, Fenner & Smith will spend $1,800,000 in newspaper and magazine advertising in 1960 ..... **Page 6**

Supreme Court rules that Parke, Davis & Co. perpetrated an anti-trust offense when it sought to negotiate an arrangement to stop price cutting and cut price advertising by retailers and wholesalers in non-fair trade areas ..... **Page 14**

Fairbanks, Morse & Co. launches a campaign to "restore its proper image in the public mind" ..... **Page 18**

Walter Guild, president of Guild, Bascom & Bonfigli, urges business men to be offbeat and think big ..... **Page 20**

Steve Dietz, group vp, Kenyon & Eckhardt, says agencies need "generalists," not specialists, for marketing tasks ..... **Page 23**

E. I. du Pont de Nemours & Co. survey finds that "spontaneous" buying is increasing in supermarket shopping ..... **Page 28**

McMullen & Co. and Hiram Walker Inc. will launch a joint three-month consumer magazine campaign this month to plug its cordials with a new line of McMullen summer "casual" wear designed after the cordials' fruit colors ..... **Page 29**

Cars for Commerce, midwestern car renter, gets results from an ad offering a Rolls-Royce for $442.50 a month **Page 30**

Hugh W. Sargent, assistant professor of advertising, University of Illinois, says a Uofl study reveals that recommendations of "Consumer Research Bulletin" and "Consumer Reports" have a marked effect on product purchases of their readers ..... **Page 32**

Arthur H. Motley is elected president of the U. S. Chamber of Commerce, effective May 4 ..... **Page 36**

Massachusetts Outdoor Advertising Council uses page one ads to fight a bill which would ban outdoor advertising near limited access highways ..... **Page 40**

West-Holliday shifts 15 executives in a general realignment of sales personnel ..... **Page 48**

Five-city study shows a test promotion for Washington apples, conducted by the Department of Agriculture with the cooperation of the Washington State Apple Commission, boosted sales by as much as 32% ..... **Page 54**

Rising cost of the sponsorship of the World Series on tv doesn't daunt Gillette Safety Razor Co., as it signs five-year contract extending its sponsorship through 1966 ..... **Page 60**

FIGURES TO FILE

Rural Electrical Appliance Sales ..... **Page 10**
Business Paper Ad Volume ..... **Page 78**
Earnings of Advertisers ..... **Page 84**

REGULAR FEATURES

Advertising Market Place	128
Agencies Ask Us	112
Along Media Path	44
Coming Conventions	98
Creative Man's Corner	104
Editorials	16
Employe Communications	115
Getting Personal	42
Information for Advertisers	81
Learning from the Retail Ads	115
Obituaries	50, 80, 123, 124
On the Legal Front	108
On the Merchandising Front	112
Peeled Eye Dept.	110
Photographic Review	92
Production Tips	115
Rough Proofs	16
Salesense in Ads	110
Tyler Picks Ten	106
Voice of the Advertiser	118
What They're Saying	16

5 Small Brewers Form Ad Co-op, Budget $1,000,000

Common Ad Symbol Is Keynote of Effort to Fight Off Big Brewers

PITTSBURGH, March 8—Under the leadership of a Pittsburgh agency, a group of five small independent brewing companies have formed a new trade association to strengthen their advertising and marketing efforts.

Their primary object is to stay alive in the face of the growing competition being offered by the industry's giants.

The name of the new association is United Breweries of America, which is pretty much the brainchild of Cavanaugh Morris Advertising. Howard D. Morris, president of the agency, reports that the association expects to add two or three more member companies to its roll in the near future.

As now constituted, with five members, the association represents annual sales of about 650,000 bbls. of beer and a total ad budget this year of about $1,000,000.

If the UBA becomes a nationwide organization, as Mr. Morris hopes, this volume and this budget would both grow considerably, making possible more market research and improved marketing efforts.

■ Present membership includes Jones Brewing Co., Smithton, Pa.; Holihan Bros., Brewers, Lawrence, Mass.; Fred Koch Brewery, Dunkirk, N. Y.; the Louis F. Neuweiler brewery, Allentown, Pa., and Ceontivre Brewing, Fort Wayne. Mr. Morris acts as executive director of the association, first formed in August, 1959.

New members will be drawn from non-competitive areas. No attempt is being made or will be made to use a common label or to market a common brand of beer.

(Continued on Page 125)

Kees Harwood Bodensiek

MERCHANDISING THE CLIENT—*Fuller & Smith & Ross has set up the first of 20 mobile reception room displays demonstrating client products and services. Each display will have a two-weeks run at each of the agency's eight offices and will demonstrate client products and services in the food, cosmetics, travel, house paint, power tool, clothing, appliance, home furnishings and several other fields. This Duff Gordon bar display in the New York reception room is for Munson G. Shaw Co. At the rail are Valere Kees, Shaw exec vp, and Lee Harwood, account executive, and Edwin W. Bodensiek, vp, merchandising, both of F&S&R.*

They Don't Toy with TV...

Toy Men See '60 TV Ads Topping '59's $6,000,000

NEW YORK, March 10—For the second year in a row the toy business expects to break all sales and advertising records in 1960, according to early predictions at the 57th annual American Toy Fair, which opened here this week.

Toy sales in 1959 rose 14% above the 1958 recession year to surpass $1.6 billion, according to Toy Manufacturers of the U. S. A. January, 1960, orders averaged nearly 17% ahead of January, 1959, and an over-all 7% increase is expected for the year.

(Continued on Page 125)

New Nelson, Pedersen Agency Successor to Compton in Portland

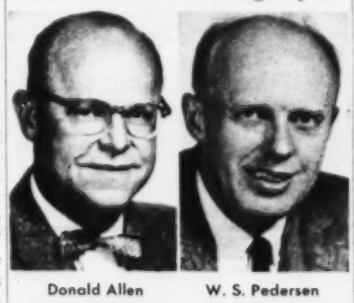
PORTLAND, ORE., March 9—Carvel Nelson, W. Sherman Pedersen and Donald Allen, veteran Portland advertising executives, have formed a new agency to take over the advertising, p.r. and marketing services formerly provided by the Portland office of Compton Advertising.

Carvel Nelson

Compton announced last December it would discontinue its Portland branch March 1 (AA, Dec. 28). Mr. Nelson and Mr. Pedersen are former Compton executives.

The new agency, Nelson, Pedersen & Allen, has offices at 1604 S. W. Tenth Ave.

Mr. Nelson, president of the agency, was president of the old Carvel Nelson & Powell agency for



Donald Allen W. S. Pedersen

12 years before joining Compton as vp and Portland manager. Mr. Pedersen, vp and account supervisor of the new agency, formerly was a Compton vp. Mr. Allen, secretary-treasurer and art director, formerly operated his own agency, Don Allen & Associates.

Other members of the staff include Irv Walsh, account executive; Mary Webber, copy chief; Jim White, office manager; Donna Crowell, production manager, and Loraine Woods, media head. #

Lever Elects W. M. Bright

Lever Bros., New York, has elected Willard M. Bright research and development vp, succeeding L. B. Parsons, who continues as a vp and director of the company in a senior staff capacity. Mr. Bright joined Lever in 1952 and most recently was research and development director in Latin America, since Cuba has a population of less than 7,000,000.

In the past Cuba has been a bellwether of Latin American advertising. Havana, in some mysterious manner, was able to support 60 advertising agencies. It also served as a storehouse of advertising and broadcasting talent, exporting this talent to Caracas, Mexico City, San Juan and other advertising centers.

■ Today, this furious activity has subsided considerably. Annual rate of advertising volume has dropped to an estimated $30,000,000, and the situation may get worse before it gets better.

The Castro revolutionary government, in power now for more than a year, has nothing against

(Continued on Page 131)

Cuba Ad Business Gets Shellacking by Castro

Once Madison Ave. of Latin America, Its Ad Level Dips $8-10,000,000

By Milton Moskowitz

HAVANA, March 8—The Cuban advertising industry, once the most vigorous in Latin America, is marking time under Fidel Castro.

Cuban admen are walking around Havana with long faces, clinging to a slender hope that conditions will take a turn for the better. But they are not optimistic.

Advertising expenditures here had previously reached a level of $38,000,000 to $40,000,000. This was the highest per capita expenditure

P&G Testing Puff, White Cloud Tissues and Push Button Lilt

CINCINNATI, March 10—Procter & Gamble is observing market activity on three new products now in test.

The products are Puff facial tissue and White Cloud bathroom tissue, both made by the Charmin Paper Products Co. division, and Push Button Lilt.

Puff tissue was introduced in four markets—Cleveland, St. Louis, Kansas City and Columbia-Jefferson City—the first week in December. It comes in 200 and 400 packs, the latter in four colors. The softness and strength of the product is stressed in a television advertising campaign which began in January. Dancer-Fitzgerald-Sample is the agency.

The packaging on the facial tissue has an off-center tab opening which runs across the top and down the side of the top, at right angles, so that almost an entire hand can rummage into the package. Puff is priced competitively.

■ Push Button Lilt is claimed to be the first aerosol home permanent, although since P&G introduced it last November, at least one other company, Caryl Richards Inc., has brought out a pressure-packed waving lotion, Aero Wave, and it seems likely that more will follow.

Push Button Lilt is selling in the Indianapolis and Cleveland metropolitan areas. Tv advertising began in December. Grey Advertising is the agency.

The waving agent is dispensed in cream form from the push button bottle. It comes in one strength for any type of hair and directions give alternate wave timings for a range of curl strengths.

Packaged in a pink and white canister with a transparent top, Push Button Lilt is considered by P&G as a superior product on several performance points: Easy and fast to use, no strong lotion odor, no mess or drip because the waving agent is a cream instead of a lotion. Advertising is built around the "neat and easy" features of the product.

Push Button Lilt is fair traded at $2.30 (plus tax), putting it in a premium class in relation to the $2 home permanents.

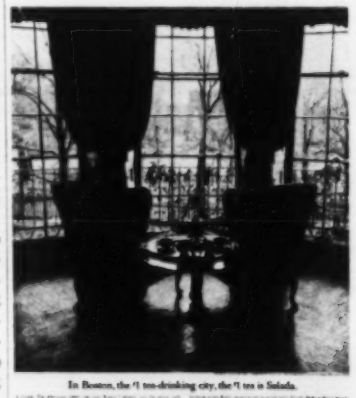
■ White Cloud bathroom tissue was first introduced in the tricity Davenport-Rock Island-Moline area about a year and a half ago. The next expansion was to Louisville in January, 1959. About six months ago, the tissue was introduced to the southern Ohio area, including Cincinnati, Dayton and Columbus. Dancer-Fitzgerald-Sample is the agency. #

New Salada Push to Use Print Only

BOSTON, March 9—Salada-Shirriff-Horsey Inc. will use print media exclusively for the first time in a campaign for Salada tea, beginning in April.

In the past Salada has used only small space newspaper ads, with the major share of its schedule going to spot announcements on radio and tv.

The company has scheduled regional advertising in *Ladies' Home Journal* and *The Saturday Evening Post*. Four page ads in color will run in the northeastern edition of the *Journal* through September.



In Boston, the #1 tea-drinking city, the #1 tea is Salada.

SALADA FIRST—*Color page ads like this one, beginning in April in Ladies' Home Journal and The Saturday Evening Post, mark the first time Salada-Shirriff-Horsey, Boston, will use print media exclusively for its Salada tea. Sunday newspapers and supplements will also be used. Doyle Dane Bernbach Inc. is the agency.*

Under the *Post's* select-a-market plan, seven ads are scheduled for the same period, running in northeastern and bordering states. Some of these ads will also appear in Sunday newspapers and supplements.

The ads will feature the theme: "In Boston, the #1 tea-drinking city, the #1 tea is Salada."

Doyle Dane Bernbach, New York, is the agency. #

'Print' to Launch Quarterly

Print, New York, will introduce a new quarterly, *Packaging Design*, effective with its April 25 issue. Initial circulation guarantee of 8,000 will include package designers, directors of packaging, art directors, account executives and packaging design consultants.

AIA Mid-America Conference...

Small Company Needs Ad Tactics Different from Competitor's: Peterson

Panels Discuss Ad Budget, Corporate Image at Midwestern Conference

CHICAGO, March 10—Peter G. Peterson, exec vp of Bell & Howell, said today that "in our desire to measure advertising we often confuse the easy availability of certain numbers with their validity.

"Tv ratings don't even pretend to measure the depth or qualitative effect of advertising," Mr. Peterson told the Mid-America Industrial & Marketing Conference, co-sponsored by the Chicago and Milwaukee chapters of the Assn. of Industrial Advertisers.

He described the marketing approach at Bell & Howell, noting that the company's sponsorship of "CBS Reports" made it possible to effect a quality impression to a quality audience.

Mr. Peterson advised his audience: It is far more important that your tactics be different from your competitor's if you are small or medium size than if you are an amply endowed company.

Eight panel discussions were conducted at the conference, with most of the interest centered around "Preparing and Selling the Advertising Budget" and "How to Conduct Corporate Image Research."

■ William E. Barta, advertising manager of Louis Allis Co., Milwaukee, and president of the Milwaukee chapter, AIA, said that too frequently ad budgets are "faced with a whittling process" after they are submitted. When the ad manager turns to outside sources for material to present to management to justify the budget request, "for all practical purposes [he] finds himself alone."

Mr. Barta noted that one of the reasons he has difficulty providing evidence to management to justify advertising in trade publications "is the inability or unwillingness on the part of many publishers to communicate provable information to me."

He told space salesmen: "Don't ever make the mistake of assuming you have a friend in a budget meeting . . . If you want me to be your salesman in a budget meeting, give me all of the information you have. It is the only way both you and I are going to get the funds to do the kind of job we both want and need to do."

■ T. Clayton Cheney, general manager of advertising and sales pro-

(Continued on Page 125)

Returning Paar Rates Well, Gets Censored, Skips Ad

NEW YORK, March 9—Program news highlight of the week in tv was Jack Paar's return to his duties at NBC.

The temperamental, outspoken performer came back Monday, after an unscheduled three-week vacation following a battle with network censors over a blue-pencilled joke about a water closet.

Completely unsubdued by his brief trip to the Far East, Mr. Paar immediately:

• 1. Chalked up one of his best ratings ever. The overnight seven-city Arbitrons gave him an average rating of 24.5 and a 64% share of audience. Mr. Paar, who has been a big hit in the past despite the limited ratings a late show can pull, started with a most impressive rating for the first half hour—32.5. The average went down later as viewers left their sets for bed. But Mr. Paar's average was good enough to make his the third highest rated program for the evening; only two prime time shows, "Father Knows Best" and the Danny Thomas show, surpassed him. The Paar show usually averages in the vicinity of 11 to 12, though the figure also skyrocketed the night he walked out. The walkout and the return average were about the same.

• 2. Missed a commercial for the second time since the show started. The only other time the split second timing was off enough to black out a commercial was when Errol Flynn was on the program. Monday night it was a Warner Lambert minute film for lipstick that didn't make it. The network will try to squeeze Warner Lambert in with another availability that will satisfy the client. If no acceptable spot can be found, the advertiser will get a credit for the time lost.

• 3. Was censored again—but this time with his prior knowledge and acquiescence. The technicians faded 10 words from the tape that came as Mr. Paar was continuing his verbal blast at columnist Walter Winchell.

• 4. Resumed his feud with a rather large segment of the press—notably the Hearst newspapers and several of their by-liners.

• 5. Denied that he or anybody on his show, to his knowledge, had ever taken payola of any sort. This denial came as a result of questions raised by the press about the circumstances surrounding a piece of property Mr. Paar has bought in Florida. #

Booth Joins Goodman as VP

Arthur Booth has resigned as director of Bozell & Jacobs, Baltimore, to join the Robert Goodman Agency, Baltimore, as vp and director of marketing.

Kintner Sees TV Ads Getting More Creative, Truthful

Chairman Says FTC 'Strenuously Opposes' Pre-Censorship of Ads

PHILADELPHIA, March 9—There has been a material improvement in advertising recently, notably tv advertising, as far as creativity and truthfulness are concerned, Earl W. Kintner, Federal Trade Commission chairman, said here today.

At a press conference preceding a talk before the local chapter of the Federal Bar Assn., Mr. Kintner said tv advertising has recently become more creative, and more attention is being paid to truthfulness of comparative claims. More and more advertisers, he said, are requiring an affidavit form from testing laboratories for claims, particularly in areas where advertising tends to disparage a competing product.

The Federal Trade Commission cannot completely police advertising by itself, he said, because "we don't have enough cops, and even if we did, that would be too many and we'd have a police state." The commission, he said, has been "heartened by the response of business men and leaders of advertising towards assuming responsibility of regulating and self-policing the industry."

■ Mr. Kintner said the FTC needs no additional laws to do its work "Each new law whittles freedom down just that much—both individual freedom and business freedom." What it wants is the cooperation of advertisers, agencies and media, as well as self-discipline, he said.

As regards media, he said, "I hope we never have to make broadcasters, newspapers, periodicals and all other types of media, parties to complaints," mainly to keep these media as free of "shackles" as is possible.

The FTC chairman said the commission "strenuously opposes" suggestions that it be given power to clear advertising in advance of its broadcasting or printing, because it is "physically far beyond our capacity and also it would impose an unnecessary and frightening burden on industry."

■ "We are also hearing talk that the commission should be given wide injunctive power to halt improper advertising before it can do its damage. We already have this power if the advertising deals with foods, drugs, cosmetics, health devices, or flammable fabrics under circumstances specified by the laws.

"We have used the power sparingly, perhaps not as often as we should have. However, I can say with assurance that the commission's injunctive weapon in the field of advertising as now authorized by law is readied for instant use wherever appropriate.

"It is obviously too early to predict what the Congress is going to request the FTC to do, but I would be very much surprised if intensified law enforcement won't be demanded at every turn." #

Coleman to Leslie Advertising

Ardelle Coleman, formerly with Calkins & Holden Advertising, has joined Leslie Advertising, Greenville, S. C., as a copywriter.

CASH FOR YOUR TESTIMONIAL
for Skippy Peanut Butter

SELF-ENDORSEMENT—*Continuing its unconventional testimonial advertising, Skippy peanut butter is offering 11¢ "cash money" for reader endorsements in this ad which breaks in Life, March 28, April Reader's Digest and 39 Sunday supplements starting April 3. Guild, Bascom & Bonfigli is the Skippy agency.*

Planning a promotion in the Pacific Northwest?

THEN HEAR THIS!

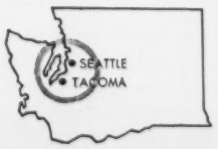
Plan it to realize the *full* profit potential of the growing Puget Sound Country.

Remember: from the distribution standpoint, you'll be covering both Seattle *and* Tacoma. Nine times out of ten, the same sales force, the same merchandising effort, the same promotion push, will be directed to outlets in *both* major Puget Sound metropolitan areas *at the same time.*

BUT—the vital extra profit potential represented by Tacoma *won't* be realized unless *customers* are covered, too.

That means the Tacoma News Tribune *must* be on your "A" schedule.

No outside paper—no combination of outside papers—gives adequate coverage in Tacoma.



So, always, every time—

THINK TWICE ABOUT TACOMA

First, as a market that demands complete *local* coverage.

Second, as a market covered *only* by the Tacoma News Tribune . . . now delivering more than 85,000 daily.

Ask the man from SAWYER-FERGUSON-WALKER and get the facts

Would you settle for a *242% SALES INCREASE in 1960?

That's what a famous manufacturer achieved—a big 242% increase in sales to America's Newest Families when he sampled his product through BRIDAL-PAX.

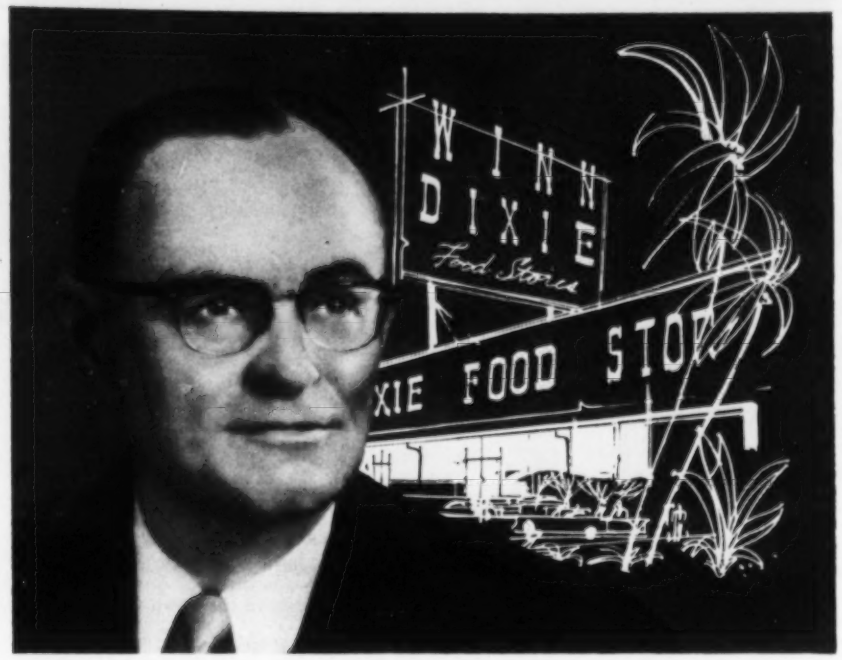
BRIDAL-PAX is a new idea in sampling. Non-competing products are packaged in an attractive kit. They're presented with the manufacturers' best wishes to more than 500,000 new brides and grooms *just when they are deciding their brand preferences for a lifetime.*

If you want to increase your sales for years to come, use BRIDAL-PAX in 1960!

An inexpensive Test Program can be tailored for *your* product in any area you wish. Phone or write to

BRIDAL-PAX INC.
Controlled Product Sampling
25 Hempstead Gardens Drive
West Hempstead, L. I., N. Y.
IV 5-0660

*Fact Finders, Inc.

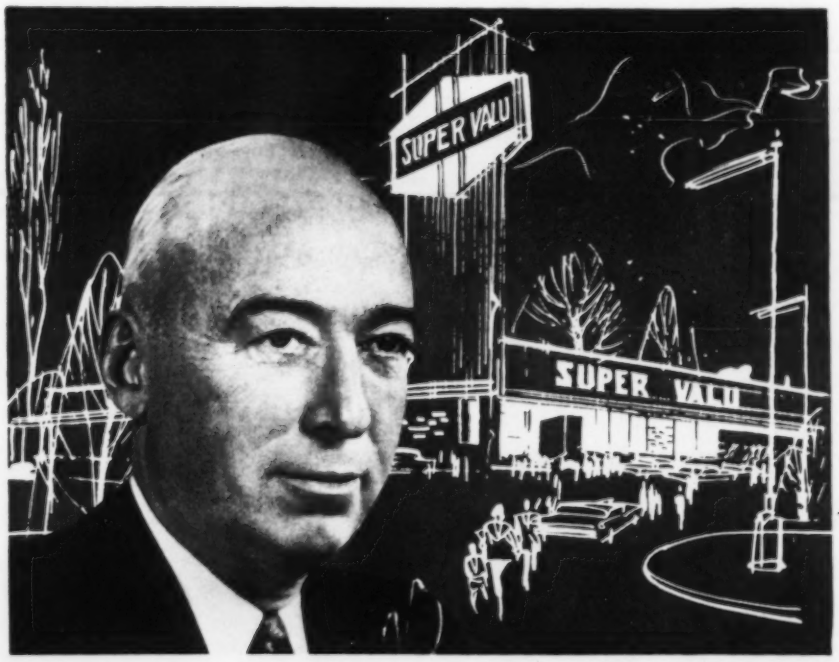


What do top food retailers like these think about your advertising schedule?

"May I pay my respects to the super-magazine of this nation, THIS WEEK Magazine, which packs a real sales wallop for those products regularly advertised. THIS WEEK Magazine really moves the goods."

A. D. DAVIS
President, Winn-Dixie Stores, Inc., Jacksonville, Florida.
494 stores. $621,291,434 annual volume.

Read what they say about products advertised in THIS WEEK Magazine



"We believe that THIS WEEK in local Sunday papers gives advertisers the unique and effective combination of the prestige of national advertising with the strong reader impact of the local papers in which it enters the homes of food buyers in our territory."

T. G. HARRISON
Chairman, Super Valu Stores, Inc., Hopkins, Minnesota.
602 stores. $330,000,000 annual volume.

"The effectiveness of THIS WEEK as an instrumentality for pre-selling goods is something we at Von's have noted for many years. We are aware of the impact of THIS WEEK and its continuing influence week after week in the movement of goods through our stores."

T. A. Von Der AHE
Vice-President, Von's Grocery Co., Los Angeles, Calif.
27 stores. $94,485,992 annual volume.

To move goods fastest...

BUY THE BIG ONE!

CIRCULATION MORE THAN

13,000,000

Merrill Lynch Ad Budget for '60 Hits $1,800,000

Big Broker Had More Than 20% of Big Board's Odd Lot Sales Last Year

NEW YORK, March 10—The promotional efforts of Merrill Lynch, Pierce, Fenner & Smith in newspapers and magazines will be increased by nearly 50%—to $1,800,000—and its "educational efforts" by about one third—to $1,000,000.

Some examples of educational services: Four short movies on investments which 345,000 men and women saw last year; the investment information center in Grand Central Station, in New York, which has drawn 6,000,000 people in four years.

These are some of the highlights of Merrill Lynch's annual report. The giant broker (in 1959 its share of New York Stock Exchange volume was 20.6% of odd lot volume, 13.2% of round lot volume—both slightly lower than 1958, but substantially higher than the postwar average) had income from operations of $136,080,000 (up 35%) and a net of $17,102,000 (or a neat 12.5% of all income).

■ Each working day during the year it opened about 1,000 new accounts—about 250,000 in all.

It now has 1,850 "account executives" and 5,450 other employes. In 1960 it will have 300 people in its training program: About 250 young college graduates will go through its account executive training school this year; another 25 will be trained in local offices and another 25 will be in the 21-month junior executive training program.

During the year it completed more than 4,000,000 separate transactions. It has 450,000 active accounts. It has 129 offices in 110 cities, expects to open five more this year—an additional office in Manhattan, one in Rochester, a second office for Houston and new offices in Montreal and Hong Kong.

Its fortnightly "Investor's Reader" reached a peak circulation of 190,000.

Merrill Lynch has worked hard on the stock exchange's Monthly Investment Plan (MIP) and consequently now has 54,000 of the 96,000 in operation.

■ Its number of transactions make it the largest brokerage house on "the Street"; it is the fifth biggest underwriter of corporate securities in the world and the largest commission broker in commodity futures.

The company was the first brokerage house to issue a financial statement, and it was the late Charles Merrill's notion that a financial statement, taking Wall St. to Main St., and plenty of advertising made good sense for a brokerage company. The record bears him out.

As reported earlier, 1960 will find Merrill Lynch spending $1,800,000 in newspaper and magazine advertising. In 1957 it spent $1,000,000; in 1954 it was $720,000; in 1941 about $500,000.

Albert Frank-Guenther Law is the broker's agency. #

Hudson Appoints Curtis

Hudson Publishing Co., Los Altos, Cal., has appointed Jim E. Curtis sales promotion and research manager of *Building Products* and *Building Products Dealer*. Mr. Curtis was formerly in the advertising department of *Better Homes & Gardens*.

Peck Opens Offices

George L. Peck has opened his own agency, Peck Advertising Agency, with offices at 152 Barrett St., Schenectady. Mr. Peck was formerly an associate in Robert C. Russell Inc.

MIRAGE?—*This page will be run by General Motors' Harrison radiator division in the April 4 issue of Time and the April 25 Newsweek.*

GM Unit's Polar Bear Backs Auto Air Conditioning

LOCKPORT, N. Y., March 8—Harrison Radiator division of General Motors, which makes the air conditioning units for all GM cars, started experimenting with a polar bear motif more than a year ago, first using a live bear. The real article, however, proved too lively for posed photographs, so Harrison went to Robert Mattey, special effects technician for Walt Disney Studios, who created a full-size live-appearing animal.

The new mascot is now being used in a series of magazine and newspaper ads which will appear through the 1960 season. The newspaper schedule calls for seven b&w ads to be run in 72 major markets where car air conditioning has a heavy appeal.

■ The bear has been photographed in such famous places as the Des-

ert Inn and Romanoff's, both at Palm Springs. Plans are now being made to take him abroad to Egypt and other famed hot weather spots, for work on Harrison's 1961 campaign.

■ Cost of the bear was in the neighborhood of $5,000. It was made from the hide of a Norwegian polar bear, which was mounted over an aluminum skeleton. It weighs 120 lbs. (a live polar may weigh ten times as much). The skin has been filled out with plastic and foam rubber, and ball-joint construction has been used in the neck and legs to permit posing the animal in a wide variety of attitudes.

D. P. Brother & Co. is the Harrison division's agency. #

AND HOW IT GREW!

Telling the story of how a company got its growth can be difficult at best. It can also be a time consumer. And how can you be sure you tell it most effectively to precisely the right audience? There is a way, successful advertisers and agencies are finding, thanks to the professional help of The Jam Handy Organization.

The Columbia Gas System did it dramatically and compellingly with a recent Jam Handy production "These Are My People." With live action and animation, this color motion picture introduces widely different groups to the small blue natural gas flame, shows how gas is discovered, how it gets from the well to the consumer and what it does for him.

If you have a message you want to put across vividly—whether it's the story of a company and how it grew, the development of a new product or a story to be explained in detail to trainees—we'd like to help. For information on our production facilities, our experience and prices that are right, call

The **JAM HANDY** *Organization*

NOTHING SELLS PRODUCTS AND IDEAS LIKE IDEAS

MOTION PICTURES • DRAMATIZATIONS • PRESENTATIONS • VISUALIZATIONS • SLIDEFILMS • TRAINING ASSISTANCE

CALL NEW YORK, JUdson 2-4060 HOLLYWOOD, Hollywood 3-2321 DETROIT, TRinity 5-2450 DAYTON, ENterprise 6289 PITTSBURGH, ZEnith 0143 CHICAGO, STate 2-6757

THE POLITZER PRIZE

If there's a bounce to our stride and a little smile playing upon our lips these days, we've got our reasons. Alfred Politz has given us the first Ad Page Exposure* study on all the magazines in our field – and The Saturday Evening Post has emerged victorious.

Magazines X and Y (often referred to as Life and Look) should feel proud, too, as they swing along just behind us. The new study shows that one insertion in the Post, Look and Life gives you more than 91 million exposures to *your* ad page . . . at less that $1.00 per thousand! (And these figures are yours *before* the show, not after.)

We've got statistics galore worth crowing and raven** about. But the *big* thing to remember is that the Post is number one in all three significant categories: (1) the *reach* of your ad page, measured in total Ad Page Exposures (30,861,000 exposures per issue!); (2) the *frequency* of exposure to the individual reader; (3) the *response* of better customers to your ad page, as shown by repeat exposures among larger families in $4,000-and-higher households.

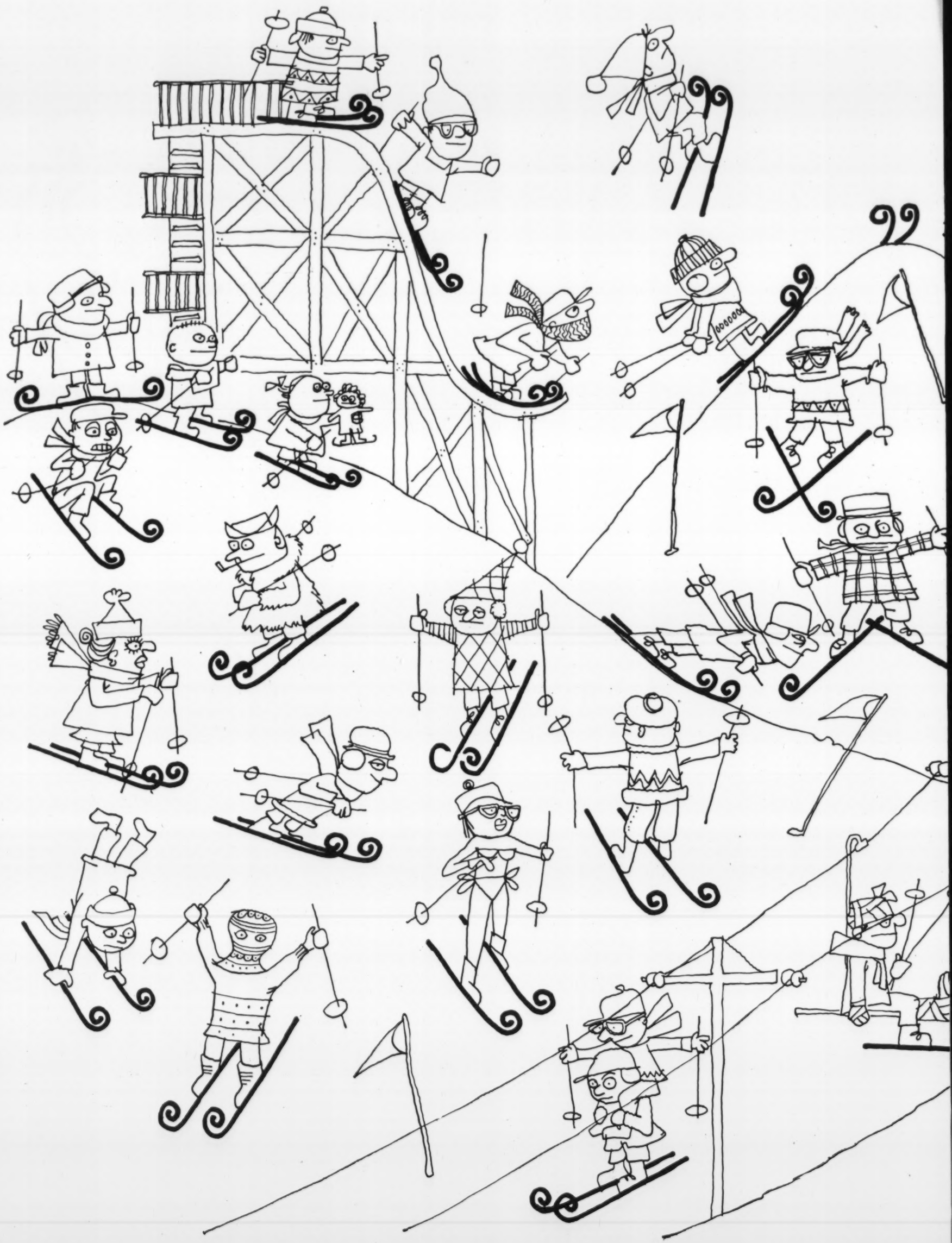
All of which makes possible this prize-winning statement, suitable for framing: The Saturday Evening Post is your number-one buy . . . for reach, frequency and response!

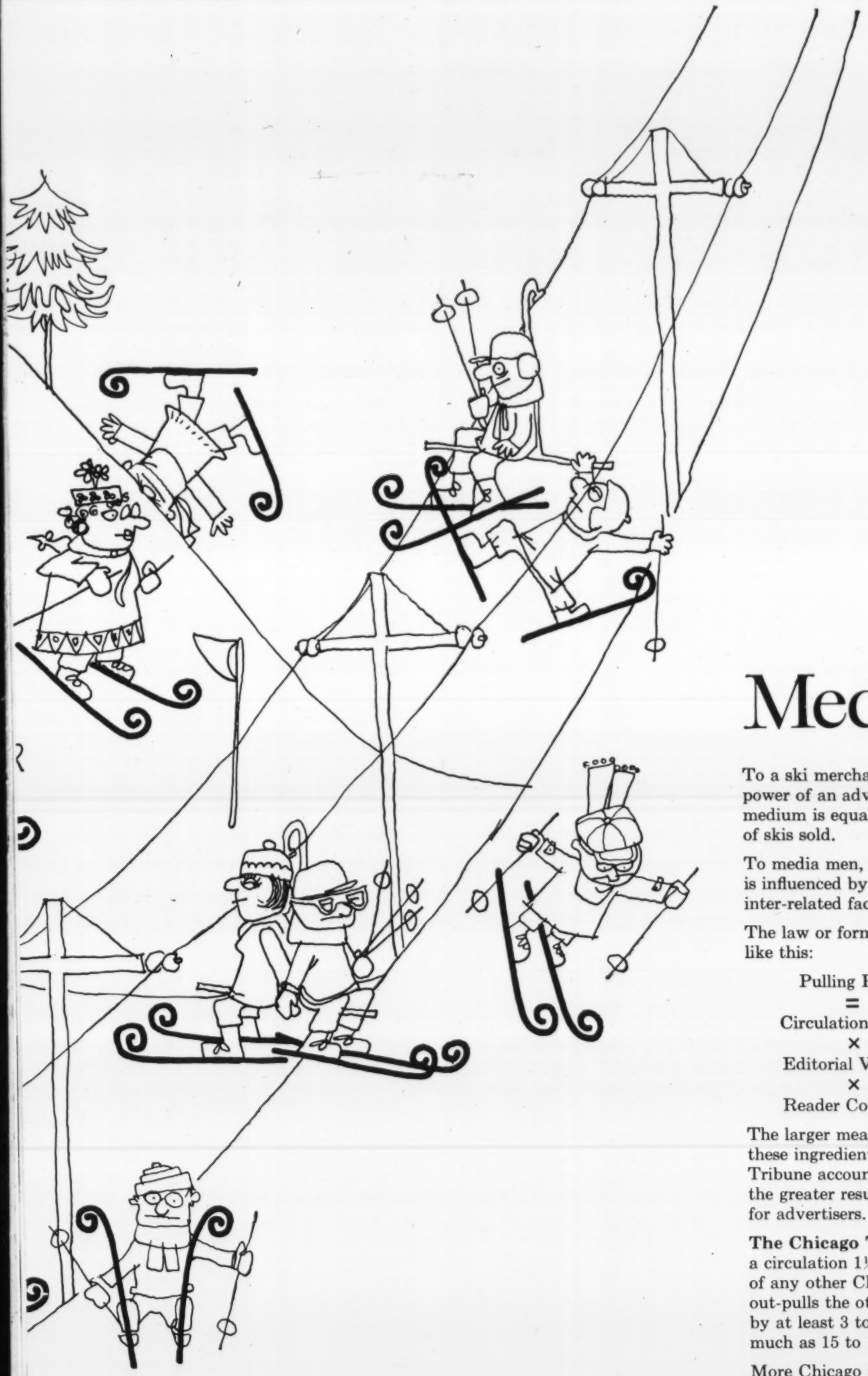
**Affectionately called APX by initiates, this measure goes beyond ABC and audience . . . tells how many reader exposures your ad page gets.*

***Drop us a card for a bird's-eye view of the new Politz study.*

A CURTIS MAGAZINE

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE





Media's Law:

To a ski merchant the pulling power of an advertising medium is equal to the number of skis sold.

To media men, pulling power is influenced by several inter-related factors.

The law or formula looks like this:

Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence

The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper,- out-pulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Inauguration of Zenith's Pay TV Test Draws Near

Wright Tells of 33% Sales Increase, 37% Profit Gain in 1959

NEW YORK, March 9—U. S. broadcasters closely watching the auspicious debut of pay tv in Canada were tapped on their collective shoulder yesterday by Joseph Wright, president of Zenith Radio Corp., who reminded them that Zenith hopes to begin its own pay tv tests in this country soon.

Mr. Wright, in addressing the New York Society of Security Analysts, revealed that Zenith will present details of its proposed test operation to the Federal Communications Commission within the next few weeks.

"We have concluded preliminary negotiations with another large and fine company which is interested in going forward with us in subscription television on a broad basis," he said. He did not identify the company.

The initial Zenith operation will take place "in one of the important markets of the country," he said, but again declined to elaborate.

Zenith, however, reportedly has been talking to broadcasters in Hartford and Milwaukee.

■ The Canadian pay tv venture, launched two weeks ago in a Toronto suburb by International Telemeter Co. and Famous Players Canadian Corp., received a "highly favorable public response," according to Louis A. Novins, president of Telemeter.

He said the company has speeded up its expansion time table and plans to provide service to a 40,000-home area in Toronto. Further expansion of Telemeter may also extend to the U. S. this year.

The Telemeter system is carried over wires to the viewer's home; Zenith plans to use over-the-air transmission.

Zenith originally used leased telephone wires for transmission in a pay tv test in Chicago in 1951 and dubbed the system Phonevision. It still uses this name, although its present system, with decoding devices attached to tv receivers, doesn't use phone facilities.

■ Last summer, when Mr. Wright first stated that Zenith was getting ready to enter the subscription tv business under new test regulations set up by the FCC, he said the company favored over-the-air transmission because the cost of a wire network would be "fantastic" (AA, June 15, '59).

He also said at that time: "Zenith has no experience whatever in the entertainment field, and rather limited experience in broadcasting. So we are very much interested in having the participation and cooperation of the individuals and companies who are experienced in these fields."

In his talk yesterday, Mr. Wright noted that the 1951 Chicago test used movie films at least two years old, "whereas now there is no question but that all of the top great film and theatrical products would be available."

■ Among other points covered by the Zenith president yesterday:

- Zenith's 1959 sales hit $260,000,000 (a 33% increase over 1958), and net profits after taxes were $16,600,000 (37% higher than '58).
- The company has developed a transistorized tv set with a 12" screen, but at present would have to sell it for $400 to make a profit.

Manuel Meldrum Heckman Mott Collacott Nyborg Foster

AD GUARDIANS—*Leaders in the Cleveland plan for maintaining public confidence in advertising (see Page 66) are John S. Manuel, vp, Fuller & Smith & Ross and chairman of the Cleveland chapter of the Four A's; Henry T. S. Heckman, assistant director of advertising, Republic Steel and vp, Cleveland adclub; Victor H. Nyborg, New York, president, Assn. of Better Business Bureaus, and guest speaker; C. Dudley Foster, regional manager of special products, General Electric, and president, Cleveland adclub; Andrew B. Meldrum, general manager, Meldrum & Fewsmith, secretary-treasurer, national Four A's, and a trustee of the Cleveland adclub; Marshall A. Mott, president, Cleveland Better Business Bureau, and trustee, Cleveland adclub; Robert H. Collacott, public relations director, Standard Oil Co. of Ohio, and board chairman, Cleveland Better Business Bureau.*

Equalize Local, National Rates, Lunn Tells Dailies

NEW YORK, March 10—Newspapers should eliminate the "anachronistic and antiquated" rate differential between local and national advertisers, James F. Lunn, ad and sales promotion manager of Sealtest Foods, urged today.

Speaking before the New York chapter of the American Assn. of Newspaper Representatives, Mr. Lunn warned that publishers must act soon to provide national advertisers with greater cost efficiency or else the "wall of indifference will likely grow higher as national advertisers buy newspapers only to supplement other more basic media plans."

■ Noting that the general rate vs. the retail rate differential is "long on precedent but short on logic," Mr. Lunn said the cost gap between the two has grown wider over recent years.

"Just because national advertisers do not speak out often and loudly on this subject does not mean that they agreeably and complacently accept this anachronistic and most unjustified of all major media rate structures.

"Years ago the retail rate made sense," he continued. "A neighborhood store needed ad representation in newspapers but did not need the entire circulation newspapers could provide. Manufacturers of widely distributed brand merchandise, however, could count virtually all units of circulation as effective."

Today, however, the difference in coverage for either local or national advertisers differs "very little, if at all," Mr. Lunn said. He cited downtown department stores and large retail chain stores as examples of the modern local advertiser.

■ He charged that large corporate chains which have introduced private brands in direct competition with nationally advertised brands enjoy "preferential advertising rates" because of existing newspaper rate differentials.

"In effect, national advertisers are forced to subsidize an important segment of the competition," he said. This is unfair, he said, because "in the market place, national brands must have a fair chance to compete on an equal basis as far as advertising rates are concerned."

"The only fair and equitable basis for setting rates," Mr. Lunn suggested, "is to treat all advertisers with equal consideration. The antiquated distinction between local and national advertisers should be eliminated over a reasonable period of time, with discounts allowed in accordance with the volume of advertising placed." #

WDSU-TV Names Cohen

Stan Cohen has been named director of program planning and promotion of WDSU-TV, New Orleans. Mr. Cohen joined WDSU-TV in 1957 as director of sales promotion and merchandising.

Arnold Joins Leitz

William H. Arnold, formerly president of Luce-Reflexite Corp., has joined E. Leitz Inc., New York, Leica camera distributor, as advertising manager.

CHAP STICK—*J. L. Clarke Mfg. Co. kicks off its 1960 campaign with this color right-hand page plus adjoining left-hand column in March issues of Consumer Packaging and April Fortune. Each ad will feature a consumer brand for which Clark makes packages. Howard H. Monk & Associates, Rockford, Ill., is the agency.*

Dayton Utility Uses 'Vogue' to Push Self to Women Investors

DAYTON, March 9—Dayton Power & Light Co. is advertising its annual report specifically to women in the March 15 issue of *Vogue*.

The ad, a one-column b&w unit, is the first financial or public utility ad in *Vogue's* history, according to the magazine. The utility has decided it is now "necessary to advertise directly to women, since they make up 52½% of all stock owners, inherit 70% of the estates and are beneficiaries of 80% of the life insurance."

The ad headline asks the question: "An annual report in *Vogue*?" The copy reads: "Yes, but what a report; here's a utility that knows how to talk to women. The Dayton Power & Light Co. reports to its owners (more than half of whom are women) in a magazine style that you will enjoy reading. It's a story of serving 1,000,000 people in prosperous west-central Ohio with electricity and natural gas. Send for your free copy." The ad carries a coupon.

■ Other coupon ads offering the report also are being run in *Financial World, Forbes, National Geographic, Public Utilities Fortnightly, Wall Street Journal* and the two Dayton newspapers, the *Journal-Herald* and the *News*. Commercials also are scheduled on the two Dayton tv stations, WHIO-TV and WLWD-TV.

The agency is Hugo Wagenseil & Associates Co., Dayton. #

Mutual Signs 3 for News Shows

Mutual Broadcasting System, New York, has signed three new sponsors for participations in news shows. They are Pharmaco (N. W. Ayer & Son) for 52 weeks; R. T. French Co. (J. Walter Thompson Co.), 13 weeks, and H. D. Lee Co. (Grey Advertising Agency), 10 weeks. At ABC Radio, F. & M. Schaefer Brewing Co. (Batten, Barton, Durstine & Osborn) will sponsor an hour variety show, "St. Patrick's Eve in Ireland," broadcast live from Dublin on March 16 at 6:30 p.m. EST. The show will be aired on 30 ABC radio stations in 13 eastern states.

Ronalds Names Samson VP

G. J. Samson has been named vp and account supervisor of Ronalds Advertising Agency, Toronto. Mr. Samson was formerly with the Campbell Soup Co., Maple Leaf Milling, and Ogilvie Flour Mills.

Rural Market for Appliances Seen at 1,500,000 Units

WASHINGTON, March 10—The rural market for electric appliances may run between 1,500,000 and 4,000,000 units in 1960, according to a survey by the National Rural Electric Cooperative Assn.

Counting prospects who expressed any interest at all in purchasing electric appliances this year, the association figures the value of the market might hit $1 billion or more.

■ The survey concerned 20 commonly-used appliances, and was made among the 4,200,000 homes served by 957 locally-owned rural electric systems belonging to the association.

In listing the number of rural electric co-op members who "expressed an interest" in buying an appliance in 1960, the association divided them into three categories: "Don't know," "possibly" and "definitely." The following table lists only the latter two categories:

Electric Appliance	Possibly	Definitely
Range	243,600	113,400
Refrigerator	121,800	100,800
Freezer	386,400	168,000
Water heater	281,400	130,200
Washing Machine	226,800	121,800
Dryer	247,800	126,000
Dish Washer	84,000	33,600
Air Conditioning	231,000	71,400
Heating (house)	130,200	46,200
Vacuum Cleaner	197,400	84,000
Sewing Machine	218,400	58,800
Frypan	289,800	79,800
Deep Fryer, Saucepan, Dutch Oven	180,600	46,200
Television	256,200	67,200
Mixer	189,000	54,600
Toaster	138,600	63,000
Blanket	205,800	79,800
Coffee Maker	159,600	42,000
Drill	184,800	29,400
Saw	155,400	37,800
Totals	4,128,600	1,554,000

The association also revealed that it has already collected $250,000 from consumer members for its silver anniversary magazine ad campaign (AA, Feb. 22), and hopes to add another $50,000 to the total.

House Unit Votes to Weigh Postal Rate, Pay Hike

WASHINGTON, March 10—The administration's drive for a postal rate increase at this session of Congress gained ground today as the House post office and civil service committee decided to take up rate increases soon.

The committee voted 17-6 to consider a pay raise for postal workers. In turn, it voted 13-1 to terminate the pay hearings no later than April 30, and to turn to postal rates at that time.

■ Since Congress will be rushing toward early adjournment, the decision to have House hearings still leaves the administration a long way from getting a law through. The outcome apparently depends on whether members of Congress are sufficiently interested in a pay raise for postal workers to let the rate increase go through, too.

The project got an additional boost today when Postmaster General Arthur Summerfield met with the committee behind closed doors. He promised his plan for rate increases will be ready for the committee soon. #

Boys spend far more time reading Boys' Life than they do reading Life, Look, The Saturday Evening Post, Junior Scholastic, Senior Scholastic or Scholastic Roto. Reading time equals reader interest equals advertising response equals sales. Write for the new Gilbert "Comparison Study of the Male Youth Audiences of Seven Magazines."

BOYS' LIFE TWO MILLION net paid

K&E Reassured (Somewhat) After Pepsi Session

(Continued from Page 1)

far fewer than one out of every 10 cases of soft drinks sold; today it sells one of every 5 cases.

• Besides giving Coke a run for its money, Pepsi had branched out to give its bottlers a full line of soft drinks. Teem, a lemon-lime drink designed to challenge Seven-Up, was introduced last year and is now sold in 40 markets. Pepsi this year is introducing its Patio line—orange, grape, root beer, ginger ale and club soda.

• The agency—which even then was preparing Pepsi ads for 1961—had been applauded for its role in Pepsi's first national bottlers convention in six years. Some 2,000 bottler people swarmed all over the Waldorf here the first week in February and heard Pepsi announce a fabulous $16,000,000 ad budget for 1960—which sum was to be matched by the company's 540 bottling operations.

• Pepsi's current marketing team is seeded with former Kenyon & Eckhardt people.

• Recent meetings between K&E account people and Pepsi marketing men gave no hint—as close as 48 hours before the announcement—that the client was sending letters to 11 agencies on March 3, inviting account solicitations. Some Pepsi employes have since said the move was a surprise to them, too.

One company source said today the invitations were merely part of a tenth-year review of all company operations. It is now ten years since the Pepsi management changed hands. Walter Mack moved out in 1950, and a Coke-trained crew headed by the late Alfred N. Steele moved in. Mr. Steele was boss until his death in 1959, when Herbert L. Barnet, president, succeeded him as chief executive officer.

■ Under the Steele-Barnet administration, Pepsi created what Mr. Steele called "the hottest marketing organization in the U.S." Pepsi sales and profits soared, and progress was always measured against a 1949-'50 base.

Kenyon & Eckhardt snared Pepsi on April 1, 1956, when it succeeded Biow-Beirn-Toigo on the then-$6,000,000 account. In 1958, AA reported in its rundown on the nation's 100 leading advertisers, the company spent a total of $13,723,000 on promotion—a figure that included $9,230,000 in measured media.

When Pepsi bounced into K&E four years ago, the agency resigned the $1,500,000 Welch grape juice account. It told AA then that the resignation stemmed from its concern that Pepsi and Welch would be competitive.

■ K&E won Pepsi in a final dash involving three agencies. K&E was tapped, a Pepsi spokesman said then, because "it is one of the top five agencies; it is good, creative, brilliant, but most importantly, it has the best regional setup of offices."

K&E had made no formal presentation, it developed. And it suggested no campaign ideas, nor was any speculative angle pursued. The presentation was made by Thomas D'Arcy Brophy, board chairman; Dwight Mills, executive committee head, and William B. Lewis, president, who "just told Pepsi about Kenyon & Eckhardt."

In the past year or more a number of K&E men have left the agency to join the client. Late in 1958, Pepsi hired John J. Soughan from K&E and named him vp-marketing services. It took away Philip B. Hinerfeld and named him vp-advertising. Last August Pepsi recruited Alan Pottasch, vp and account exec on Pepsi International, and made him director of marketing services. (Last June, Joseph Lieb resigned from the agency—where he had been account supervisor on Pepsi—to go into the bottling business himself.)

■ Mr. Hinerfeld, prior to joining K&E, was an executive at the old Biow Co. and its successor, Biow-Beirn-Toigo, which lost Pepsi to K&E. It was Mr. Hinerfeld who early this month announced that "invitations were being sent to a group of agencies selected to meet certain specifications the Pepsi-Cola Co. held essential."

These agencies, AA reported last week, included Doyle Dane Bernbach; Ted Bates & Co.; Young & Rubicam; Dancer-Fitzgerald-Sample; Norman, Craig & Kummel; Batten, Barton, Durstine & Osborn; Leo Burnett Co.; Foote, Cone & Belding, and Needham, Louis & Brorby. To this list may now be added Sullivan, Stauffer, Colwell & Bayles and Compton Advertising.

Last year, Pepsi-Cola United Bottlers Inc. (Los Angeles, Mexico and Puerto Rico), the largest independent franchised bottler, moved from Donahue & Coe to Young & Rubicam. Some saw this as giving Y&R an edge in the current scrap for the parent company's account. Pepsi-United is owned by Bernard Relin, who also operates a public relations shop here. Mr. Relin's p.r. company once had Pepsi-Cola as a client.

■ The $10,000,000 business now handled by K&E includes the parent company's Pepsi, Teem and Patio lines; Metropolitan Bottling Co. (Jersey City, Long Island City, New Brunswick, Pittsburgh and Teterboro); Metropolitan Bottling Co., Boston; Pepsi-Cola Bottlers of St. Louis; Pepsi-Cola General Bottlers (Chicago, Des Moines, Louisville, North Kansas City) and Pepsi-Cola Co. of Canada. #

Robert Harris Joins Allen B. Wrisley as VP, Marketing Head

CHICAGO, March 10—In an agency-to-client move, Robert N. Harris today joined Allen B. Wrisley Co. here, a subsidiary of Purex Corp., South Gate, Cal., as vp and director of marketing, a new post.

Mr. Harris has been with Edward H. Weiss & Co., one of the

Robert Harris

Purex agencies, for the past five years as vp and account supervisor on Purex. Before joining Weiss, he was with Toni Co. for 16 years and was one of the original marketing group that developed Toni.

A cousin of R. Neison W. Harris and Irving R. Harris, brothers who founded and until several years ago were president and exec vp, respectively, of Toni, now a division of Gillette Co., Mr. Harris made a client-to-agency move when he left Toni to join Weiss, then one of Toni's agencies. #

Marathon goes farther to make friends

DEPARTURE—*Ohio Oil Co., Findlay, O., eschews gas pumps, etc., in its new ad drive for Marathon Super-M gasoline. Newspapers, The Saturday Evening Post, radio and outdoor will be used in the company's marketing area: Illinois, Indiana, Kentucky, Michigan, Ohio and Wisconsin. N. W. Ayer & Son, Philadelphia, is the agency.*

Midas Says It Ends Guarantee Claims Hit in FTC Plaint

WASHINGTON, March 10—The Federal Trade Commission has issued a complaint against Midas Inc., auto muffler manufacturer, charging that limitations in its guarantee are not explained in its ads.

Midas guarantees its muffler "for the life of the car." The FTC said ads should also point out that the guarantee applies only so long as the car is owned by the person who bought the muffler, and that when the muffler is replaced under the guarantee, the labor cost is charged (usually $3 to $4, the company said).

Under FTC rules Midas has until March 25 to file a reply.

■ In Chicago, David Silbert, attorney for Midas, who revealed the nature of the FTC complaint, told ADVERTISING AGE that ads had already been changed to include the proviso concerning ownership of the car. He said Midas and its agency (Edward H. Weiss & Co.) planned to disclose the labor cost charge in future ads. #

'Better Homes' Sets Southern Edition, to Start with June Issue

DES MOINES, March 9—*Better Homes & Gardens* will publish a southern edition for 12 southern states, effective with the June issue.

It will be the same as the national edition, plus a unit of advertising and southern editorial pages, according to Karyl Van, vp and director of advertising.

Advertising rates will be based on a circulation of 750,000. A one-time b&w page will cost $4,350.

The southern edition will cover Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Oklahoma, Tennessee, Texas and Virginia.

BH&G initiated a western edition last May for 13 western states (AA, Feb. 16, '59). #

KYA Names Martin

Danny Martin has been appointed to head the creative services department of KYA, San Francisco, succeeding George Goldman. Before joining KYA, Mr. Martin headed the merchandising-promotion department of WYDE, Birmingham.

Goodrich Trims Magazine List, Adds Newspapers

(Continued from Page 2)

tober, November and December.

For 1960, Goodrich will again sponsor the CBS program—this time in March, April and May—and will concentrate its magazine effort in eight publications, running a total of 209 pages in *Better Homes & Gardens* (12 pages), *Business Week* (36), *Farm Journal* (17), *Look* (33), *Newsweek* (27), *Progressive Farmer* (17), *The Saturday Evening Post* (36) and *Time* (31). Newspaper advertising again includes "at least ten" national tire ads, but the list has been extended to 239 markets.

■ The shift in Goodrich advertising policy is the result of a realignment last fall in the company's advertising and agency setup.

In September, 1959, the company "re-grouped" national advertising of its nine divisions (marketing everything from tires to ice buckets) into four product groups: Corporate, tire, home products and commercial and industrial (AA, Sept. 28, '59). At the same time, Goodrich shifted responsibility for national advertising from the individual divisions to a new corporate advertising department, headed by Don C. Miller, vp of marketing.

In line with the changeover, Goodrich realigned its agency setup, adding Foote, Cone & Belding to handle its home and family product group while dropping McCann-Erickson and Cunningham & Walsh, both effective Dec. 31.

Batten, Barton, Durstine & Osborn, which handled passenger tire advertising for Goodrich, was given the additional assignment of Goodrich international division advertising, and Griswold-Eshleman, also a Goodrich agency, was assigned the company's industrial and commercial products. Griswold-Eshleman also took over the company's aviation products account from BBDO.

■ Goodrich currently has three campaigns running in magazines, with a fourth scheduled to break in April.

A corporate campaign ("B. F. Goodrich gets into almost everybody's act") broke March 5 in *Business Week*, with a second color spread scheduled in the March 21 issue of *Newsweek*. BBDO and Griswold-Eshleman are the agencies.

A home and family products campaign, via Foote, Cone & Belding, broke with a color spread in the March 12 issue of *The Saturday Evening Post*, using the theme, "The good rich life begins at home." Spreads are also scheduled in April issues of *Better Homes & Gardens* and *Look*.

A Goodrich tire campaign, via BBDO, will break with a color spread in the March 26 issue of the *Post*, with other spreads scheduled in *Farm Journal*, *Look* and *Progressive Farmer*. Tire ads will also appear in newspapers in 200 markets.

A second tire campaign, plugging three Goodrich tires for three types of drivers ("Thruway, Just-Around-Town and Regular"), will break April 9 using the same schedule. BBDO is the agency. Corporate advertising for Goodrich is also "coordinated" by BBDO. #

NBC-TV Names McHugh

Richard N. McHugh, previously manager of financial evaluation at NBC-TV, New York, has been appointed manager of special program sales. He replaced Morris Rittenberg, who was named NBC's director of domestic enterprises.

Lever '59 Sales Hit $409,000,000; Profit Grew 50%

Marketer's Report to Employes Calls Net of $15,000,000 Inadequate

NEW YORK, March 10—Lever Bros. sales and profits set records for the third year in a row in 1959, according to the company's informal report to employes, released this week.

A closely held corporation, Lever does not publish an annual report, but in recent years it has made public an annual report to its 7,500 employes.

Sales rose to $409,600,000, a 7% increase over 1958 volume, and net profits increased 50%, to $15,200,000. The company paid $3,276,827 into the employe profit sharing plan, an 81% increase over 1958.

New products continued to play an important role in sales volume, "although less so than in previous years," Lever reported. During the year Handy Andy and Praise beauty bar reached national distribution. A new cream-enriched Lux soap was marketed, as well as a white Lifebuoy deodorant bar. A pink formula was added to Lux liquid, two new flavors to Lucky Whip, and the Dinner-Redy business was acquired.

■ Reviewing the past ten years, the report comments frankly:

"For the five years, 1950 through 1954, our company virtually stood still. Sales volume was almost static over this five-year period, increasing only $20,000,000, or less than 10%. During that same five-year period, our company lost money three of the five years, and in fact incurred a slight loss over the period as a whole."

During the second five-year period from 1955 to 1959, sales went from $249,700,000 in 1955 to $409,600,000 last year, an increase of 64%, and profits amounted to more than $40,000,000; for the past three years they were $6,000,000, $10,000,000 and $15,000,000.

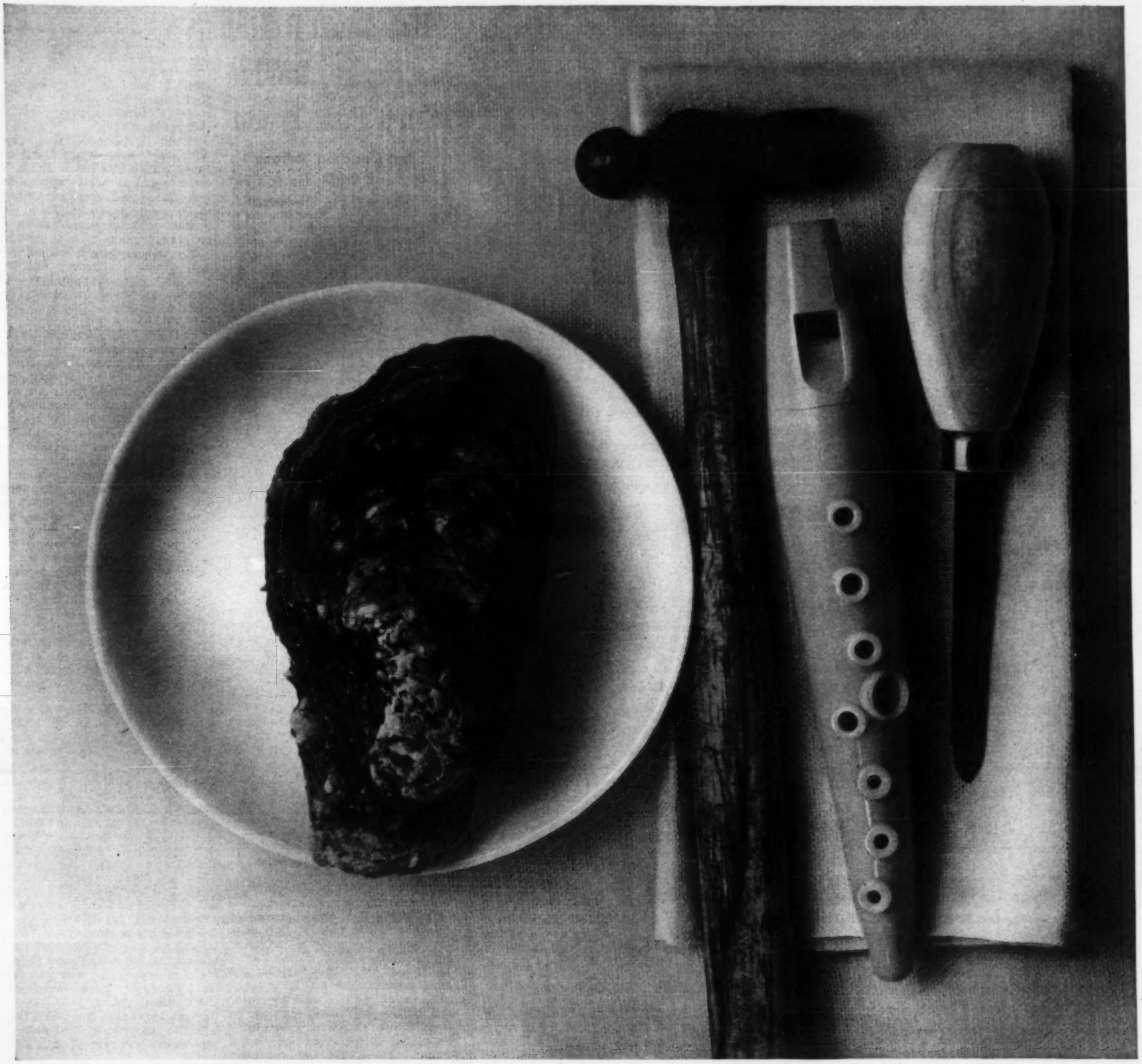
■ Commenting that profits must be about 5% of sales "if you want to stay among the leaders," the report went on to say:

"Looked at in this way we must recognize that our 1959 earnings (3.7% of sales) were still considerably short of our goal. While they represented a distinct improvement over the 2.7% of sales earned in 1958, they were actually a little less than we had hoped for—and planned for—in 1959, when we had hoped to take a slightly longer step toward our basic goal. So, while an increase of over $5,000,000 in our annual profits is a 50% increase over 1958, we still face a substantial challenge.

"We should recognize another fact. It is unlikely that we will continue to enjoy increases in our profits such as the 50% increase in 1959 or the 71% increase in the prior year. It is an old axiom in football that it is harder to get yardage inside the 15-yard line. The same is true here. As we approach our desired target more closely, it will require just as much—or more—effort to achieve equally important but less spectacular gains." #

Adams Joins Gerdts

Frederick W. M. Adams has joined H. J. Gerdts Advertising, New York, as account executive. He was formerly assistant manager of advertising and sales promotion for the plastics division of Monsanto Chemical Co.



HOW TO MAKE AN OYSTER *STEW*

Crack him on the head with a hammer. It makes him madder than anything.

Or try to pry him open with a knife. He strongly resents this intrusion on his privacy . . . and he shuts up tighter than ever.

But whistle to him *oyster style,* and open comes his shell. (Of course, it takes a lot of practice, if you don't happen to be another oyster.) Sound the sound he likes to hear . . . and everything he has is yours.

The common oyster is not unlike the common man . . . at least in this respect.

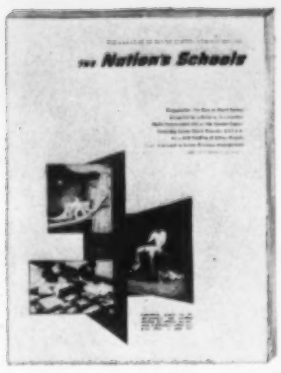
Man has his own shell. A custom-made barrier of doubts and disbelief that defies communication, guards against intrusion, protects his personality.

Try to *hammer* through . . . and the barrier closes tight. But talk his *inner* language and the shell dissolves away.

This is what we're about at McCann-Erickson. Learning all we can about the inner workings of the individual. Talking with and listening to him—to discover the quickest, surest ways to appeal to his *entire personality.* It is this mutual communicative process that we at McCann call *The Personal Approach.*

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH

THE Nation's Schools



PUBLIC SCHOOLS

...a $15 billion market easy to find, to define, to sell

The overwhelming majority of all educational building components and educational tools and materials is bought by the $15 billion public school market! Ninety per cent of the buying power in this market is concentrated in 8000 school districts having more than 600 enrollment each (only 15% of the total districts). Each of these local governments (for a public school district *is* a government) is known and located by the U.S. Office of Education.

Of the nearly 2 million people in U.S. public school education, the BUYERS for 90% of the market are in the administrative offices of these 8000 basic administrative units—chief administrative officers, administrative and business staff members.

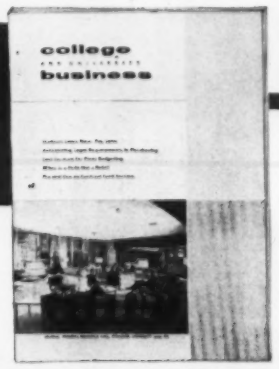
It's easy and economical to reach, influence and sell the BUYERS through THE NATION'S SCHOOLS—the only magazine of school administration that directs its sole editorial attention to their education-business interests, delivers the greatest paid audience among BUYERS, and, of course, carries more advertising of school products than any other combination of two magazines! TO REACH, INFLUENCE AND SELL the public school market you need the one magazine that concentrates and specializes in this target audience of BUYERS—the magazine that is wanted by more SELLERS because it's wanted by more BUYERS.

Here's the 1959 advertising record (in pages):

THE NATION'S SCHOOLS	1503 pages
The School Executive-Educational Business	836 pages
School Management	603 pages
American School Board Journal	383 pages

to get into the nation's schools—get into THE NATION'S SCHOOLS!

college AND UNIVERSITY business



in today's $5.5-billion college market — to SELL you must tell the BUYERS

MOST OF THE PROBLEMS of formal education at the college and university level are identifiably unique and distinguishable from problems in all other sectors and echelons of education. The BUYERS in higher education are the business officials and their business staff executives—purchasing agents, superintendents of buildings and grounds, directors of housing, food service, and student centers. Only COLLEGE AND UNIVERSITY BUSINESS serves these interests with a highly concentrated, demonstrably effective editorial program. 1960 *will be a billion-dollar college building year!*

publications of F. W. DODGE CORPORATION

The Nation's Schools and College and University Business are published by The Modern Hospital Publishing Co., Inc., 919 North Michigan Avenue, Chicago 11, Illinois

High Court Ruling on Parke, Davis Hurts Fair Trade

Limit Cited on 'Refuse to Deal' Right; Harlan Hits Colgate Case 'Reversal'

WASHINGTON, March 8—The Supreme Court decided last week that Parke, Davis & Co. perpetrated an anti-trust offense when it sought to negotiate an arrangement to stop price cutting and cut price advertising by retailers and wholesalers in non-fair trade areas.

While the court insisted it still believes manufacturers have a right to refuse to deal with price cutters, it said Parke, Davis went beyond its right on two points because:

- 1. It sought to use wholesalers to enforce minimum prices against retailers.
- 2. Its representatives went from retailer to retailer, advising each that agreements had been secured from others.

■ Since the decision resulted in a reinterpretation of the Colgate case, which established the right to refuse to deal 40 years ago, its effect will be to greatly increase anti-trust risks for manufacturers who try to enforce minimum prices in non-fair trade areas.

At issue in the court was a decision of a district court here dismissing a price conspiracy complaint which the Justice Department brought against Parke, Davis as a result of its refusal to deal with cut price drug stores in the District of Columbia and the state of Virginia in 1956.

■ The lower court decided that the Colgate decision allowed Parke, Davis to refuse to deal with the price cutters. But the Supreme Court's 6-3 decision last week indicated the right to refuse to deal terminates if efforts are made to secure cooperation from reluctant merchants. The court remanded the case to the district court with instructions to enter a judgment for the government, unless Parke, Davis can refute the facts of the arrangement.

As modified by this decision, the right to refuse to deal is limited to the right to announce a suggested price, and to serve public notice that the company will not deal with outlets which sell below cost. The majority specified that the seller cannot solicit price maintenance agreements in non-fair trade areas.

The case arose as the result of the efforts of Parke, Davis' Baltimore regional office to stop price cutting in Washington and Baltimore. Five drug wholesalers were notified they would be cut off if they sold to retailers who advertised or sold at reduced prices. Price cutting retailers were advised they would be cut off. After Parke, Davis representatives visited offending retailers and arranged for them to stop advertising reduced prices, they again received service.

■ The majority argued: "Parke, Davis did not content itself with announcing its policy regarding retail prices and following this with a simple refusal to have business relations with any retailers who disregarded that policy. Instead, Parke, Davis used the refusal to deal with the wholesalers in order to elicit their willingness to deny Parke, Davis products to retailers and thereby help gain the retailer's adherence to its suggested minimum retail prices."

With regard to the suspension of advertising by price cutters, the court said Parke, Davis did not rest with the simple announcement to the trade of its policy in that regard, followed by a refusal to sell to retailers who would not observe it.

"First it discussed the subject with Dart Drug. When Dart indicated willingness to go along, the other retailers were approached, and Dart's apparent willingness to cooperate was used as a lever to gain their acquiescence in the program."

It was only by getting substantial unanimity among competitors that Parke, Davis could get adherence to its price policy, the majority noted.

■ "It must be admitted that a seller's announcement that he will not deal with customers who do not observe his policy may tend to engender confidence in each customer that if he complies his competitors will also.

"But if a manufacturer is unwilling to rely on individual self interest to bring about general voluntary acquiescence which has the collateral effect of eliminating price competition, and takes affirmative action to achieve uniform adherence by inducing each customer to adhere to avoid such price competition, the customer's acquiescence is not then a matter of individual free choice, prompted alone by the desirability of the product.

"The product then comes packaged in a competition-free wrapping—a valuable feature in itself—by virtue of concerted action induced by the manufacturer."

■ The decision drew a sharp dissent by Justice John M. Harlan, who contended the right to refuse to deal was virtually abolished. He noted the Justice Department had not sought reversal of the Colgate opinion.

If the principle for which Colgate stands is to be preserved, it is, he said, "as the government's position plainly indicates, something that should be left to Congress. It is purely the emptiest of formalities to profess respect for Colgate and eviscerate it in application."

Parke, Davis pointed out efforts to enforce prices were abandoned when the no-advertising agreement collapsed in August, 1956. But the court noted the Justice Department probe was already under way at that time, and there was no assurance the pressure was abandoned permanently. #

Balaban & Katz Uses TV Spots to Help Give Away Free Ducats

Balaban & Katz, motion picture theater chain, gave away more than 6,000 tickets in Chicago for special preview showings of a new film, "Dog of Flanders," and used television spots to publicize the giveaway. The movie chain ran 11 spots on three children's shows on WBKB over a seven-day period. As a result, the station received 5,233 pieces of mail.

Balaban & Katz said the promotion was an experiment on the effectiveness of word of mouth advertising, and added that it was the first time it had used tv to publicize a giveaway. "Dog of Flanders" opened in Chicago, March 4.

Reach, McClinton Boosts Three

James K. Graham, formerly a tv-radio producer at Reach, McClinton & Co., New York, has been named to the new post of associate director in the tv-radio department. Reach, McClinton also has elected John H. McCullough, president of the agency, to the board of directors and to the executive committee, and Joseph T. Coenen, exec vp, to the board.

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Product:

PHILCO,
Air-Wrap Refrigerator

Company:

PHILCO,
Consumer Products Division

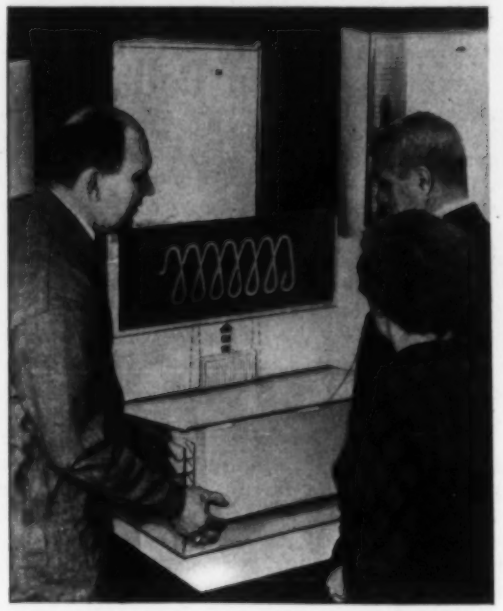
Agency:

BBDO

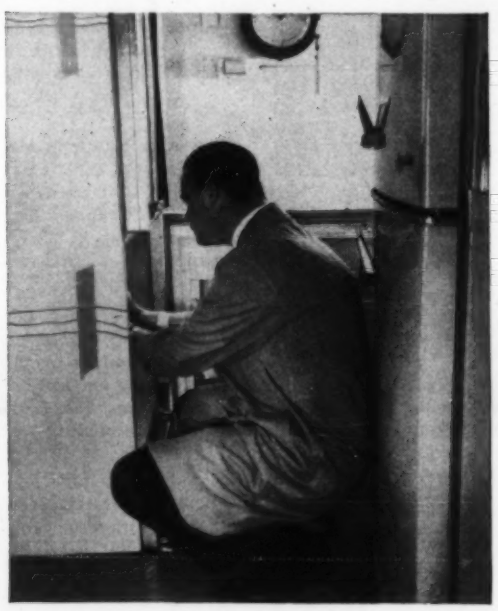
Marketing Problem:

Winning quick consumer acceptance of an important new refrigerator development

AUGUST 1959 – Philco's V.P. Marketing, Henry E. Bowes, confers with Advertising Manager John Kelly, BBDO's John Bunch and Good Housekeeping's Ed Gillin on sales strategy.



OCTOBER 1959– Performance characteristics of new "Air-Wrap" development are studied, data submitted to Good Housekeeping editors and engineers for evaluation.



JANUARY 1960 – Refrigerator is investigated in Good Housekeeping's own engineering laboratories, then checked out thoroughly by home economists under home use conditions.

FEBRUARY 1960 – Philco "Air-Wrap" lives up to all its claims; proves to keep meat, vegetables, leftovers fresh for 11 days or more! Earns Good Housekeeping Guaranty Seal for its performance.

APRIL 1960–More than 12,350,000 readers will see the issue carrying the news of Philco's revolutionary "Air-Wrap" refrigerator; merchandising promotion will build traffic for dealers.

"Good Housekeeping is essential in our marketing plans because it reduces the cost and time of selling our PHILCO products..."

–HENRY E. BOWES,
V.P. Marketing, Philco

PHILCO GOES WITH THE FIRST!

Philco's campaign helps point up Good Housekeeping's continuing leadership in its field. In 1959, FIRST in advertising pages, FIRST in editorial pages, FIRST in dealer and Department Store advertising tie-ins.

Important reasons why Good Housekeeping is FIRST on so many schedules!

"We have selected Good Housekeeping to carry this unique 'Air-Wrap' story because of Good Housekeeping's influence on the buying habits of millions of American women. Good Housekeeping creates a climate of confidence for our products and, therefore, is an essential part of our 'Air-Wrap' Marketing Program."
–H. E. BOWES

MARKETING PROBLEM?
Let our experts help.

Our editors and the technicians who staff our Institute are in daily touch with market developments in every field. With other members of our Marketing Committee they will consult with any responsible manufacturer or agency.

The Editorial Viewpoint . . .

A Lot of Dollars

The ad that stopped us hardest in last week's AA (aside from that magnificent mouth-watering *American Home* bread illustration) was the *New York Times* ad that said:

"Advertisers invested more than $90,000,000 in the *New York Times* in 1959 . . ."

We were interested for a number of reasons:

1. We had not realized that so much money went into advertising in the *New York Times*, or any newspaper.

2. Now there are two newspapers reporting on their advertising volume in terms of dollars. The other is the *Chicago Tribune*, which has done so for several years, and recently reported 1959 volume at $71,000,000.

3. If there are still any admen around who are ready to chronicle the demise of the newspaper as an advertising medium, these figures should give them pause. In any list of individual advertising media ranked in terms of dollar volume, the *New York Times* and the *Chicago Tribune* would clearly stand close to the top. And so would a considerable number of other newspapers, if their dollar volume were known.

Several years ago ADVERTISING AGE attempted to induce leading newspapers to report their advertising volume to us in terms of dollars. It was our notion that it might be interesting to publish a list of advertising media by rank, and dollar figures for newspapers would make this possible, since such figures are already available for magazines, networks and individual radio and television stations in many instances.

The most charitable way to describe newspapers' reaction to our suggestion would be to call it indifferent. But now that the *New York Times* has joined the *Chicago Tribune* in making its figures public, perhaps other newspapers will get into the parade as time goes on.

The figures are impressive—not merely for those at the very top, but for good newspapers throughout the country. Their publication, along with similar figures for other types of media, would do the newspaper business a lot of good.

Support This Viewpoint

The advertising business, both collectively and individually, should let the ways and means committee of the House of Representatives know that it supports more liberal tax treatment for "idea" advertising.

The House committee is considering legislation to prevent future Treasury rulings declaring "idea" advertising, like that of the private electric utilities, not subject to tax exemption as an "ordinary and necessary business expense." But Rep. Wilbur Mills of Tennessee has said that the committee has still not determined whether it will have time for this problem during the current session.

Both the Department of Commerce and the Treasury now seem to favor a clearer spelling out of acceptable advertising to include "idea" advertising and advertising designed to influence legislation, especially when the legislation has a direct effect on the business which is advertising. As things now stand, the Treasury's position seems to be that it has little choice, and that it must throw out advertising involving any kind of "lobbying."

The Supreme Court has upheld the Treasury's ruling that "lobbying" advertising is not deductible as an "ordinary and necessary" business expense, even when the advertising in question was designed to defeat a legislative proposal which would have put the advertiser out of business.

So the remedy clearly lies with the legislative branch of the government, and the present inclination seems to be to liberalize existing regulations. Under these circumstances, every advertising organization, and each of us as individuals, has a duty to express his desire for such legislation to members of the committee, and to representatives in Congress.

By a Hare's Breath

With the proliferation of publications designed for the medical profession, one correspondent (undoubtedly influenced by the balmy breezes of early March along the Eastern seaboard) suggests the possibility of creating still another medical specialty: Scanatology. A scanatologist would give up practicing altogether, and devote his office hours entirely to keeping up with matters being discussed in the specialized medical journals.

And another correspondent notes with old-school-tie satisfaction that when Batten, Barton, Durstine & Osborn finally took the plunge into the international advertising pool it carefully selected an agency with an equally imposing name—Dolan, Ducker, Whitcombe & Stewart—with which to share the experience.

Too bad, though, that the British unit becomes BBDO International, when it might have achieved undying glory as Batten, Barton, Durstine, Osborn, Dolan, Ducker, Whitcombe & Stewart.

Gladys the beautiful receptionist

—Terry Howlett, Rockford, Ill.

"Is he ever touchy today. 'That visiting proofreader's from FTC,' he says, 'and that isn't Frisbee, Tisbee & Cox'."

What They're Saying . . .

Consumer's Mighty Vote

There are and always have been opportunists, some weaklings, in the advertising business, just as there have been in every kind of activity. But these characters are very much in the minority and they do not remain long in top positions, because in this democratic economy of ours, the consumer will cast that mighty and deciding vote by spending his or her dollars for the products that are made, sold, and advertised with integrity.

—Charles T. Lipscomb, president, Bureau of Advertising, ANPA, at Poor Richard Club, Philadelphia.

A Balance Sheet Fact

When advertising does not sell, or is prevented from functioning as a sales tool, then it becomes history's most expensive art form.

—From a speech by Ernest A. Jones, president of MacManus, John & Adams, to the Sales Executives Club of New York, Feb. 9.

On Going Beat

And were it a simple choice between going Madison Avenue and going Beat, I should certainly insist that the Beat has all the merit on his side."

—John Ciardi, writing in Saturday Review.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Lawrence Bernard, Phyllis Johnson, Denis Higgins, Ramona Bechtos**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, John W. Heck Jr.** San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Wayne Stoops**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 346 Rue St. Honore, Paris 1.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Fortune's story on "The Looting of H. L. Green" suggests that the sharpshooters haven't forgotten those old Coster warehouse techniques in the McKesson & Robbins swindle.

•

Wisconsin was among the Big Ten schools which decided not to renew the Rose Bowl pact, and in view of what happened to the Badger footballers on the Coast, you can hardly blame them.

•

"Reduce your ad production costs," suggests the Stanley Publishing Co. in a promotion for web offset printing, a campaign which isn't increasing the company's popularity among photoengraving salesmen.

•

Gov. Brown of California has discovered that two subjects which can't be discussed without getting a strong and immediate reaction from the constituents are capital punishment and advertising.

•

Cameron Hawley's new book is getting a lot of skillful exploitation, indicating that even though he's now a successful novelist, he hasn't forgotten what he learned as an adman.

•

"I Love Lucy" has given tv viewers a lot of laughs over the years, and now they are sad because the real life story turned out not to have a happy ending.

•

Those who have been fretting over the future of newspapers have been somewhat reassured by the *New York Times'* report of 1959 advertising revenue of over $90,000,000, along with the $71,000,000 volume of the *Chicago Tribune*.

•

"Baltimore station runs bourbon ads," the headline says, but it's a good bet most of the broadcasters will continue to resist even soft sell for hard liquors.

•

Fairchild Publications Inc. sees no reason why it should keep from prospective customers and certain competitors the news that next year it will publish a metalworking weekly.

•

One thing the 3,000,000 worldwide circulation of *Time* seems to indicate is that English has become almost the universal language of the literate.

•

Talk isn't so cheap when you stop to think that a Rockford advertising agency ran a full page in the world's leading advertising journal with a single word of copy —"People."

•

The FTC hearing on charges connected with those filmed car-window shots for Libbey-Owens-Ford Glass Co. could hardly be described as an open-and-shut case.

COPY CUB.

The Washington Post with 2,375,216 lines of Automotive Advertising in 1959 is first among all newspapers in America's top ten markets.

From Media Records
First 50 Report

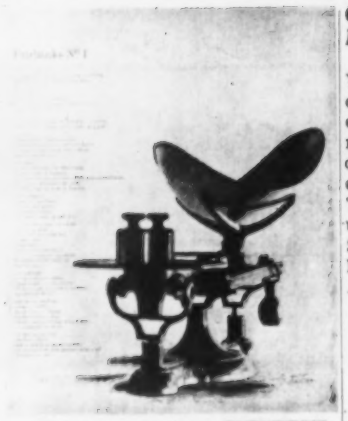
10 Leaders in Top 10 Markets
6 and 7-Day Newspapers
Automotive Advertising

1.	Washington Post	2,375,216
2.	Los Angeles Times	2,294,316
3.	St. Louis Post-Dispatch	1,766,644
4.	Washington Star	1,730,348
5.	Detroit News	1,718,169
6.	Los Angeles Examiner	1,552,787
7.	New York Times	1,541,780
8.	Chicago Tribune	1,505,434
9.	Detroit Free Press	1,502,201
10.	Philadelphia Bulletin	1,424,694

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker Co.—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd.—London; Senor G. Enriquez Simoni—Mexico City; Allin Associates—Toronto and Montreal; The Hal Winter Co., Florida Hotel and Resorts, Miami Beach; Tom McGill, New England Hotel and Resorts, West Roxbury, Mass.; Lou Robbins, N. Y. and N. J. Hotel and Resorts, 1265 B'way, N. Y.; Grant Webb Co., Financial Adv., N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; Puck, The Comic Weekly



Fairbanks, Morse

WEIGHTY AD—*This is the second in a series of ads by Fairbanks, Morse & Co. running in newspapers and news magazines.*

Fairbanks, Morse Ads Aim to 'Restore Its Proper Image'

CHICAGO, March 8—The second in a series of page ads has been inserted in newspapers and news magazines "to restore in the public mind the proper image of Fairbanks, Morse & Co."

The current ad presents an illustration of the company's earliest scale, Fairbanks No. 1, accompanied by a prose poem of the scale's history.

The first in the series appeared in January, illustrated an enlarged water drop and was designed to point up the dangers of a lessening water supply.

Blair Bolles, vp in charge of public relations, described the ad results so far as "terrific." He said the company plans to continue the series to a "considerable extent," depending on results.

Reach, McClinton & Pershall, Chicago, is the agency. A total of about 30 newspapers and magazines have been used for the first two insertions. #

MacShore Appoints Spencer

William J. Spencer has joined MacShore Classics, New York blouse manufacturer, in the new post of director of marketing. He formerly was a principal of Klingman, Spencer & Winter-Berger, New York, which handles public relations for MacShore. I. J. Segall Advertising handles its advertising.

Peachtree Moves Offices

Peachtree Production Associates, television, radio and motion picture producer, has moved its offices and studio to 710 Peachtree St. N.E., Atlanta.

Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Compton Adds Two Accounts; Names Odell VP on Socony

Compton Advertising, New York, has been appointed to handle corporate advertising of General Precision Inc., New York, recently formed by General Precision Equipment Corp. to integrate capabilities of four of its divisions. The corporate drive will tell of the unity of the divisions. Kenneth J. Slee, ad and p.r. director of the Librascope division, has been named chairman of General Precision's new advertising committee.

Compton also has been named to handle advertising for the Asphalt Institute, College Park, Md., effective April 18. The account has been handled by Marschalk & Pratt (now McCann-Marschalk), division of McCann-Erickson.

G. Newton Odell, formerly vp of marketing and creative services of Joseph Katz Co., has joined Compton as vp and account executive in the Socony Mobil group.

Swanson Cookie, 4 Others Buy ABC Radio Shows

Swanson Cookie Co., Battle Creek, Mich., will sponsor a new three-day-a-week, five-minute series, "Archway Cookie Show with Dennis Day" (ABC Radio), starting April 19. Swanson will present the Tuesday, Thursday and Friday show for its Archway cookies. Grant Advertising is the agency.

Swanson also has signed as a participating backer of Don McNeill's "Breakfast Club" (ABC Radio). Other new "Breakfast Club" advertisers are Ex-Lax (Warwick & Legler), KVP Co. (Grant Advertising), and Standard Labs. (Rockmore Co.). Ex-Lax also will sponsor newscasts on ABC, and R. T. French Co. (J. Walter Thompson Co.) will back "Weekday News."

Rumrill Adds Two Accounts

Rumrill Co., Rochester, N. Y., has added two new accounts. The new keel division of Kee-Lox Mfg. Co., Rochester, which will market detergent-impregnated paper for dishwashing and general household cleaning use, has named Rumrill its first agency. Electromode, Rochester, division of Commercial Controls Corp., a Friden Corp. subsidiary, has also appointed the agency. Electromode, which produces electric heaters for home, farm and industry, was formerly serviced by Kamb, Meteyer Advertising, Rochester.

Ridgway-Hirsch Adds Two

National Engineering sales division of the Steam-O-Matic Corp., Sedalia, Mo., has appointed Ridgway-Hirsch Advertising Co., St. Louis, to handle its advertising. Steam-O-Matic recently acquired the National Engineering & Mfg. Co., Sedalia. Ridgway-Hirsch's Memphis office has been named to handle advertising for all divisions of Wolf Homes Inc., Memphis builder. Previously, the agency handled the company's Negro building division.

Kanawha Bank Sets Push

Kanawha Valley Bank, Charleston, W. Va., has scheduled the largest campaign in its 93-year history, promoting its car loan business. Starting in March, the campaign will include seven two-color newspaper ads, two of them full pages, plus radio and tv spots, direct mail and window displays. The bank claims it handles 25% of the new car loan business in the county, considerably above the national average. Houck & Co., Roanoke, Va., is the agency.

Genesco Issues Credit Card

Genesco Inc., Nashville shoe manufacturer, in an effort to boost sales of its products to its stockholders, has mailed automatic credit cards to its 12,000 stockholders. The credit card provides charge privileges at many stores carrying Genesco shoes including I. Miller, Delman, Jarman, Innes, Sommer & Kaufman, Armishaw, Guarantee, Henri Bendel, Bonwit Teller and Tiffany & Co.

Fabian, Gore to Radin

Bernard Fabian, formerly with Dunay, Hirsch & Lewis, and George W. Gore Jr., formerly with Container Corp. of America, have joined Hy Radin Associates, New York, sales promotion art agency, as account executive and art director, respectively.

Gelman Instrument to Jay

Gelman Instrument, Chelsea, Mich., manufacturer of air sampling equipment for industry, has appointed Charles Jay Co., New York, to handle its advertising.

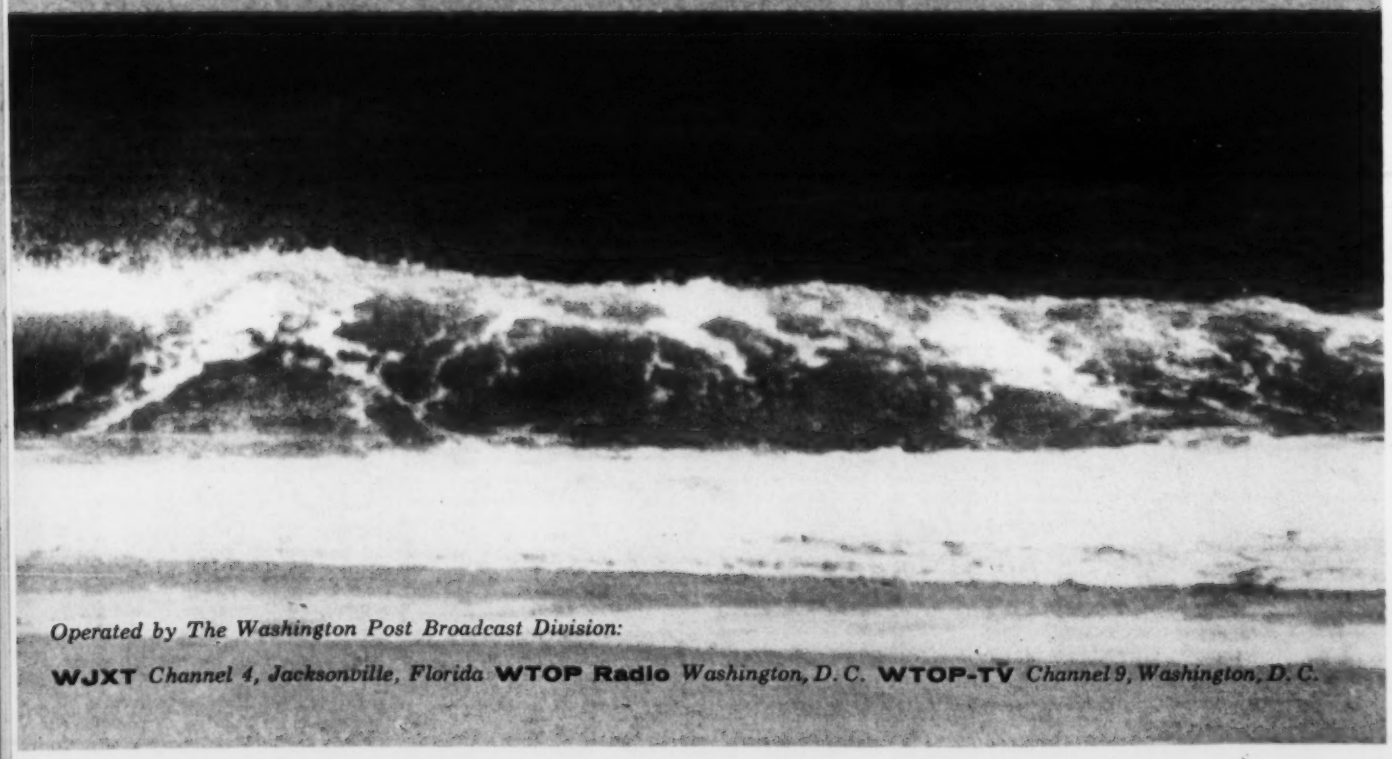
Florida

There's **WJXT** in Jacksonville, with outstanding figures that leap to every advertiser's attention. Example: well over *double* the county coverage (66 vs 28) in the booming Northeast Florida-South Georgia region! Example: *all* the first 15 shows in the latest Nielsen ratings . . . and all but 6 out of the top 50 shows! No matter how you measure it, the answers come up the same . . . there's more, *much more* to WJXT.

WJXT 4

JACKSONVILLE, FLORIDA

Represented by CBS Television Spot Sales



Operated by The Washington Post Broadcast Division:

WJXT *Channel 4, Jacksonville, Florida* **WTOP Radio** *Washington, D.C.* **WTOP-TV** *Channel 9, Washington, D.C.*

OVER 25 YEARS OF PRESSURE-SENSITIVE PROGRESS

Stickin' around® with kleen-stik

IDEA NO. 165

G-E "Steps to Profit"

"Stepping up" impulse sales of General Electric lamp bulbs required *outstanding* P.O.P. So the Advertising Dept. of G-E's Large Lamp Dept., Nela Park, Ohio, got it in these *life-size* die-cut footprints! Silk-screened in glowing fluorescent on Kleen-Stik Vinyl-Stik, they attach with a quick peel-and-press to the floor in front of the bulb display. The tough plastic film, with its heavy-duty adhesive, "stands up" under scuffing, moisture—even washing. A "forward step" in imaginative P.O.P. . . . production by Excello Specialty Co., Cleveland.

The World's Most Versatile Self-Sticking Adhesive

IDEA NO. 166

". . . and SIX to go!"

Beer-buying customers echo these words with gratifying regularity for F. & M. Shaefer Brewing Co., Brooklyn—thanks in part to this ingenious miniature 6-pack display in package stores. It's a Kleen-Stik "Slide-Stik"—colorfully printed, cleverly die-cut, and backed with two strips of moistureless Kleen-Stik. Pulling the tabs pops it out in realistic *third dimension* . . . and the peel-and-press adhesive *holds tight* on wall, counter, cash register—any smooth, hard surface. Norm Githens, Pres. of Githens-Sohl Corp., NYC, did up the neat production package.

For ideas that "click" . . . use Kleen-Stik! Your regular printer, lithographer, or silk screener will give you details—or write for our "Idea-of-the-Month service.

kleen-stik PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

OVER 25 YEARS OF PRESSURE-SENSITIVE PROGRESS

BBDO Issues College Survey

Batten, Barton, Durstine & Osborn has completed a study on the college market listing data on the number of colleges by type and enrollment, college consumer profiles and media used to reach the college market. The 45-page study is available at $3 from the agency's marketing department, 383 Madison Ave., New York.

Goodyear Appoints Two

Goodyear Tire & Rubber Co., Akron, has appointed Bryan Putman of its public relations department to department director, succeeding Herbert G. Wilson, who has been named to the new position of company historian.

NEWSROOM IN SPRINGFIELD — Drawing by Franklin McMahon, noted Illinois artist

Illinois State Journal
ILLINOIS STATE REGISTER

CAPITAL COVERAGE OF SPRINGFIELD

Since the time of Lincoln, the people of Springfield have looked to the Illinois State Journal and Illinois State Register for news . . . and for responsible leadership.

These historic newspapers today are the strongest voices in the vast Springfield market — 11 prosperous counties in the heart of Illinois. Agriculture, diversified industry, tourism, and government payrolls (state, federal, county, city, public education) contribute to a stable and balanced economy.

The Illinois State Journal and Illinois State Register offer you 100% coverage of Sangamon County (Springfield) and 60% coverage of the entire 11-county trading area. Top-quality R.O.P. color, too. (Write for color samples.)

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering Springfield, Illinois — Northern Illinois — San Diego, California — and Greater Los Angeles. Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Be Offbeat, Think Big, Guild Urges Business Men

SAN FRANCISCO, March 8—The president of Guild, Bascom & Bonfigli asserted recently that "any man who wants to be creative can develop the ability to be creative. All he has to do is want it and work for it."

Walter Guild told the San Francisco junior chamber of commerce, "The field of creativity in business is not denied to the man who cannot draw a picture, or write brilliantly, or accumulate $75,000 in cash before he is through high school."

Many of the top notch ideas in business, he said, come from people who exhibit none of the conventional talents and who are "just ordinary guys."

Mr. Guild said that the needed man, the wanted man and the very scarce man in modern industry is the creative man.

■ "Every business, no matter how small or how large, needs men who can think of new ways of doing things, and better ways of doing old things. This is the essence of creativity," he said.

Mr. Guild made several suggestions for the "ordinary guy" who wants to develop his ability to be creative:

• The key to creativity, he said, is "the approach to the problem." To the creative thinker "a problem is not a problem, but a challenge to be creative."

• He urged: "Free your mind of negative thoughts. The moment you say it can't be done or 'our competitors did it that way and it didn't work,' you have stopped all possibilities for creative thought.

• "Don't be ashamed of your imagination. Strengthen it by exercise in every possible direction.

• "Be contrary. The hell with tradition. Take the opposite point of view. There are other ways to go than the usual way. Don't be afraid to take a chance.

• "Daydream. Take advantage of your ability to associate ideas.

• "Understand the problem. Nobody writes outstanding classical music without a pretty thorough knowledge of harmony. Much creative time is wasted on creative thinking that does not understand the problem.

• "Think big. Make no little plans. Accomplishments become big because of big plans and big thinking.

• "If you are going to think creatively, if possible, try to become part of a creative atmosphere. Creative people have a habit of igniting one another and creative people need other creative people to bounce ideas against." #

CBC Sells TV Films

The Canadian Broadcast Corp., Ottawa, has sold four television series to the Granada TV Network Ltd., London, England, for $200,000 —largest single export sale in CBC history. The deal included "Web of Life," a science series; "The Friendly Giant," a children's program; "The Unforeseen," and the drama series sponsored in Canada this year by General Motors.

Silverman Resigns from UPA

Jack H. Silverman has resigned as vp in charge of eastern sales in the Chicago office of UPA Pictures, Burbank, Cal., tv commercial film producer, effective April 1. His plans are to work in the production of entertainment films and in legitimate theater.

[redacted]

Advertising impact
is greater when you
add the impact of
FORTUNE

Agencies Need Generalists, Not Specialists, in Marketing Task, Dietz Tells K&E Seminar

NEW YORK, March 8—"Generalists, not specialists, are what agencies need today," according to Steve Dietz, group vp, Kenyon & Eckhardt.

"The concept of separate corporate marketing organizations now being tried by some agencies represents a step in the wrong direction," he told the agency's four-day marketing services seminar last week. The seminar was attended by about two dozen department heads and supervising personnel of media, research, tv-radio and merchandising departments from K&E offices in the U.S. and Canada.

So many things are involved in today's marketing, he said, that everything must be related, and everyone must know what everyone else is doing. "It's hard enough to do when everyone is in on everything that is going on. Marketing is a unified problem, not just a series of separate problems which can be passed from one organization to another. Everything has influence on everything else and must be inter-related," he said.

"We believe that the agency business has gone about as far as it should in the development of specialists. It is now high time that we started developing generalists—men who can see the whole picture," he asserted.

■ Max Ule, senior vp, explained to the group a new ten-year corporate plan for the introduction of new products. "Corporate survival is dependent upon the introduction of new products," he said. "New products are the life blood of a business and it is a major job of K&E to aid its clients in the search for these new products and product developments."

Companies no longer can operate on the haphazard way of, "Gee we have a new product; let's go with it," he said. "Today a company must plan ahead how many new products must be introduced."

The new K&E plan shows clients' methods for setting new-product goals and explains standards for reaching these goals. "No longer can we think of a production-centered economy. We must create and satisfy consumer demand at maximum profit to the advertiser," he said.

■ Joe Braun, media vp, told the group, "Planning growing out of research findings, not only with respect to marketing, but also with respect to creative approach, represents the soundest road to intelligent media use."

Today's clients are requiring increasing documentation of media recommendations, he said. An agency must have research figures to back up its recommendations—marketing as well as media figures. "Today an agency can't just go and recommend eight magazines and one tv show and have the client agree," he said.

The agency will hold a second similar seminar March 22-25. #

'Parents'' Boosts Rate, Guarantee of N.Y. Section

Parents' Magazine, effective with its September, 1960, issue, will increase the ad rates of its Metropolitan New York section from $1,415 to $1,585 per b&w page. Circulation guarantee of the section will be increased from 200,000 to 220,000.

McGavren Adds Stations: Appoints Three to Staff

Daren F. McGavren Co., New York, has been named national representative of 10 radio stations in the past six months. They are WINE, Buffalo; WMNI, Columbus, O.; WBAL, Baltimore; WKDA, Nashville; KOSI, Denver; KMEO, Omaha; KXL, Portland; KNEW, Spokane; KJR, Seattle, and KABL, San Francisco.

Roger Hudston, formerly with Daren McGavren radio station sales, has been named sales manager of the tv division, McGavren TV, following a realignment of duties. Charles Hedstrom, previously with WNBQ, Chicago, has been named to McGavren TV's sales staff, and Ed Gardner, formerly with the Chicago office of NBC Spot Sales, has been named Chicago sales manager of McGavren TV.

'Batavia News' Names Nagel

Griswold & McWain, publisher of the *Batavia Daily News*, Batavia, N. Y., has appointed Robert H. Nagel publisher of the *News*. Mr. Nagel was formerly assistant publisher. John H. Connor, formerly assistant editor, was named editor. They succeed the late Milton R. Miller, who had been editor and publisher.

Selling Insurance?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85.000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

greatest acceptance ever!

56.8% SHARE OF AUDIENCE

YOUR POWER TO PERSUADE

In Minneapolis-St.Paul, WCCO Radio has offered top acceptance for 35 years. Now it's at an all-time high—56.8% share of audience (biggest since Nielsen began measuring the market). Which means with WCCO Radio you get more listeners than all other Minneapolis-St. Paul stations combined . . . lowest cost-per-thousand . . . and greatest acceptance ever. Adds up to the ideal setting for your power to persuade.

SOURCE Nielsen Station Index, Nov.-Dec., 19[illegible] Sta[illegible] dnight, 7-day week.

WCCO RADIO delivers more listeners than all other Minneapolis-St. Paul stations combined!

WCCO Radio	56.8%
Station B	17.1%
Station C	4.6%
Station D	4.5%
Station E	4.5%
Four other stations	12.5%

WCCO RADIO
Minneapolis • St. Paul
Northwest's Only 50,000 Watt Clear Channel Station
Represented by CBS Radio Spot Sales

WHAT'S THE TREND IN TRENDS?

Make your ads make a name for you. Read ART DIRECTION, The Magazine of Creative Advertising. Each exciting issue gives you new directions in art, layout, type, photography. Tremendous idea and art source. ART DIRECTION has been helping Art Directors and Advertising Managers since 1949. Subscriptions are only $6 for 12 issues, $10.50 for 24.

Subscribe—**ART DIRECTION**

A38, 19 W. 44th St., New York 36, N. Y.

Sears Distributes Record Number of Sale Circulars

Sears, Roebuck & Co., Chicago, will distribute more than 22,250,000 copies of an eight-page two-color rotogravure circular advertising the company's annual spring furniture sale by mail, by hand and through 67 daily newspapers across the country.

Store addresses and newspaper mastheads will be imprinted on all circulars inserted in the newspapers. The promotion is timed to coincide with an annual 10-day furniture sale to be held in approximately 500 Sears stores in March.

Seeburg Buys Choice Vending

Seeburg Corp., Chicago manufacturer of coin-operated phonographs, has purchased Choice Vending Corp., Hartford, manufacturer of soft-drink bottle dispensing machines, for an undisclosed sum.

SELL MORE IN PEORIA *to all kinds of people*

● Whether the breakfast hour finds them practicing the cult of casual living or being served from the left in a French Provincial dining room, the people of Metropolitan Peoria are equally exposed to your schedule of insertions in the Peoria Journal Star. And because there are over 300,000 of these varied individuals, that schedule pays off handsomely at dealer cash registers. First, of course, you have to place it.

PEORIA JOURNAL STAR

O'MARA & ORMSBEE, INC., national representatives

New York • Detroit • Chicago • San Francisco • Los Angeles

Shopping Center Buys Ad Space in Bulk, Tenants Get Savings

NEW YORK, March 8—A unique method of encouraging retailers to spend more on local newspaper, radio and outdoor advertising was outlined here last week by James B. Douglas, president of Northgate Co., Seattle shopping center.

Speaking at a *Redbook* shopping center forum, Mr. Douglas outlined a program in which the shopping center would act as a middleman between the individual tenant retailer and local media.

"The more media we make available for tenants, the more they will use," Mr. Douglas said. "In our particular center, we contract for newspaper space from the largest downtown newspaper and buy the space in bulk at the earned rate based on the total space the center purchases. Then we sell the space to the individual retailer at exactly the price we pay for it. This way, retailers use more newspaper space at a price they can afford."

■ Mr. Douglas said the system also works for radio and outdoor media. "We contract for radio time on a top local station. Then we divide the time into 30- and 60-second spots and sell to the retailer at exactly the price we paid. In this way the retailer is able to buy radio time and use it extensively at a reasonable price.

"We do the same thing for outdoor, splitting the cost of top outdoor boards between the retailer and the center. By making this medium available," Mr. Douglas concluded, "we encourage the retailer to do more advertising, to do more promoting and in that way get more customers into the shopping center. We collect our reward through the percentage leases we have with the individual tenant-retailer." #

MacManus, John Names Reiss Media Director

MacManus, John & Adams, Bloomfield Hills, Mich., has promoted Raymond D. Reiss to director of media. He joined the agency last September from Maxon Inc.

Raymond D. Reiss

MacManus, John also has promoted George O. Wold Jr., who joined the agency in 1956 as a space buyer, to media director on commercial accounts.

RAB Estimates 156,394,000 Radio Sets in U.S. Now

Radio Advertising Bureau, New York, estimates that there are now 156,394,000 radio sets in working order in the U.S. This count—strictly the bureau's own—was as of Jan. 1, 1960.

The estimate included 106,007,000 home sets, 40,387,000 auto radios and 10,000,000 sets in public places. The new total is enough to bring the average supply of radios for each American home up to three, Kevin Sweeney, president of the bureau, said. The 1959 set sale figure was put at 18,167,000, with more than 4,000,000 of these receivers of Japanese origin.

BROCHURES • CATALOGS • DIRECT MAIL

ADVERTISING PRODUCTION

Deal direct with one source — at one location
• Creative and finished art work • Photography
• Complete litho camera and plate service
• Our supervision, coordination and facilities *make better advertising easier.*

Metachrome, Inc. 9 E. Ohio St., Chgo 11 Ill., Michigan 2-6402

'60 caliber TV

BERATING THE RATINGS is a popular pastime these days. However, ratings properly used—instead of abused—play an important role in evaluating a television program. Audience size tells only a part of the story. It gives little clue to program caliber. Back in '58 we ran an advertisement on this subject under the headline "Nose Counting Is No Longer Enough." There we discussed another dimension of television programing—climate—and what it meant to a number of BBDO television advertisers. Now we present the complete roster of our regularly sponsored prime-nighttime network programs. These demonstrate that good programing is good business ... that salesmanship can flourish in a healthy climate. In other words, business-sponsored television and quality television are thoroughly compatible! Glance through the list below and see if you don't agree that this '60 caliber TV is high indeed. Batten, Barton, Durstine & Osborn, Inc., New York City, N. Y.

BBDO

BBDO REGULAR EVENING TV SHOWS

Armstrong Circle Theatre
... Armstrong Cork Co.

Donna Reed Show
... Campbell Soup Co. (Co-sponsor)

The Du Pont Show With June Allyson
... E. I. du Pont de Nemours & Co. (Inc.)

Garry Moore Show
... Pittsburgh Plate Glass Company (Co-sponsor)

General Electric Theater
... General Electric Co.

Lassie ... Campbell Soup Co.

Men Into Space ... The American Tobacco Co.

United States Steel Hour ... U.S. Steel Corp.

BBDO SPECIAL PROGRAMS

Biography of a Missile, Population Explosion, Iran—Brittle Ally
... Co-sponsored by The B. F. Goodrich Co. on *CBS Reports* series

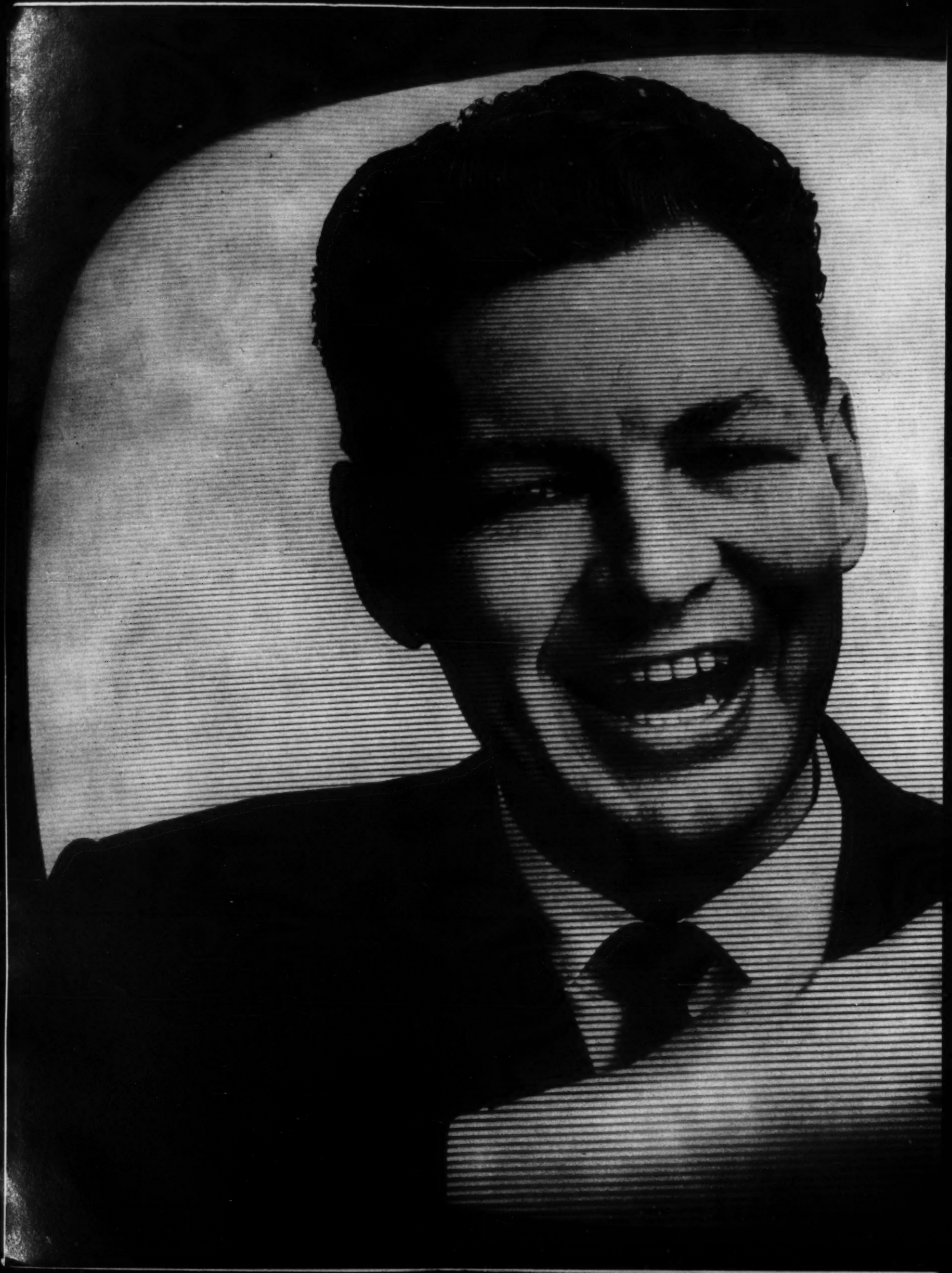
Oliver Twist, Arrowsmith, Ethan Frome
... Sponsored by E. I. du Pont de Nemours & Co. (Inc.) on *The Du Pont Show of the Month* series

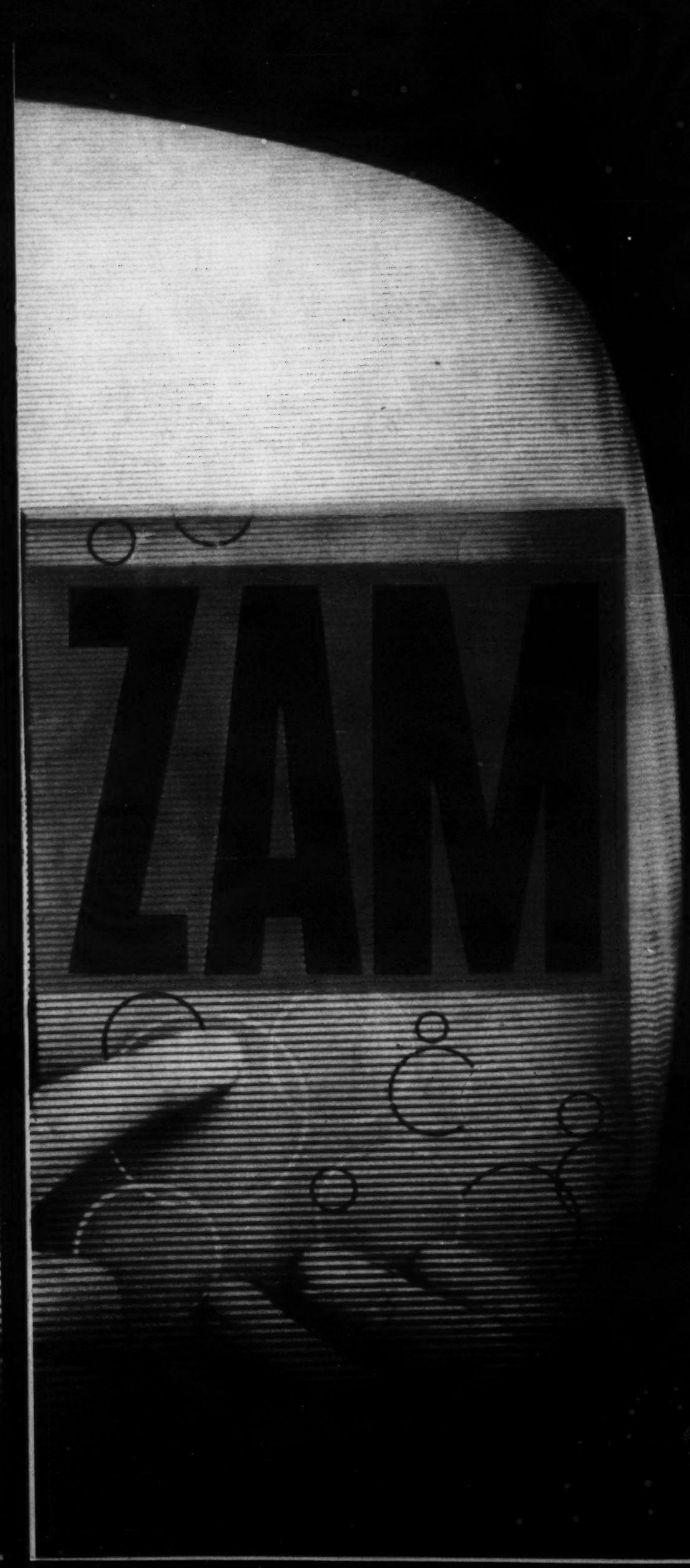
Mrs. Miniver, The Citadel, Valley of Decision
... Co-sponsored by General Mills, Inc., and Westclox on *Special Tonight* series

Miss America Pageant ... Sponsored by Philco Corp.

Strawberry Blonde, Devil and Daniel Webster
... Sponsored by Rexall Drug Co. on *Your Rexall TV Specials*

Holiday on Wheels, Marriage—Handle With Care, The American Cowboy
... Sponsored by U. S. Steel Corp. on *U. S. Steel Specials*





Look who's sold on ABC

Alberto-Culver, Alcoa, American Chicle Co., American Cyanamid, Armour, American Redball Transit, Beechnut, Best Foods, Borden, Block Drug Company, Breast o' Chicken, Brown & Williamson, Campbell Soup, Canada Dry, Carnation, Carter Products, Chevrolet, Coty, Cracker-Jack, Helene Curtis, Colgate, Derby Foods, Dow Chemical, Dinner-Redy, Dodge, Drackett, Du Pont, Drug Research, Dusharme, Durkee, Dutch Masters, Eastco, Eastman-Kodak, Elgin, Ex-Lax, General Foods, B. F. Goodrich, General Mills, Hartz Mountain, Haggar Co., Hollywood Brands, Hills Bros., International Latex, Johnson & Johnson, S. C. Johnson, Knomark Mfg., Kaiser, Lever Bros., Ludens, Libbey-Owens-Ford, Liggett & Myers, P. Lorillard, Mars, Mastic Tile, Mutual of Omaha, Mattel, Miller Brewing Co., Miles Laboratories, Mogen-David, Massey-Ferguson, Inc., Minute Maid, North American Van, Northam Warren, Old London Foods, Peter Pan Foundations, Pharmaceuticals, Plough, Procter & Gamble, Phillips-Van Heusen, A. H. Pond, Quaker Oats, Ralston Purina, H. F. Ritchie, Renault, Restonic, R. J. Reynolds, Reynolds Metal, Renuzit, Scripto, A. E. Staley, Sterling Drug, Seven-Up, Sweets Co., Toni, U. S. Time, Vitamin Sales, Vick Chemical, Ward Baking, Westclox, Warner-Lambert, Welch Grape Juice, Whitehall Laboratories.

The company on ABC is not merely good. It's smart. Knows, if you please, the selling import of these basic ABCs: A) Share of audience—ABC-TV is now consistently first or second every night of the week. B) Kind of audience—ABC-TV's programming selects the younger homes, with growing, consuming families. C) Cost of audience—ABC's cpm of homes ($2.88) is lowest in the business of network selling. If you agree on the value of these ABCs, you can be sold—successfully—on ABC Television.

WATCH ABC-TV IN '60

(more people will)

Impulse Buying in Supers Grows, Du Pont Reports

Candy, Gum Are Most Often Spontaneous Buys; Poultry Is Most Planned

WILMINGTON, DEL., March 8—A new survey of consumer buying habits, prepared by E. I. du Pont de Nemours & Co., finds that completely unplanned, "spontaneous" purchases are taking an increasingly larger role in today's supermarket shopping.

According to the study, unplanned purchases now account for 73.3% of the total buying decisions made in the store. In 1954, they were 67.6%, and 10 years ago, they represented less than 60% of all store decisions, the survey states.

Of the entire number of items that end up in the family market basket, resulting from *both* home and store decisions, unplanned purchases now account for slightly more than half.

The study found magazines and books rated the highest score; 87.2% were purchased without any planning before arrival at the store. Chewing gum placed next at 83%, followed by cellophane tape at 80%.

■ When unplanned purchases were coupled with other store decisions—those purchases planned in a general way at home (but not by brand until arrival at the store) and those substituted for another brand at the store—candy and chewing gum scored highest of all items checked in the survey, with nine out of every 10 buying decisions made inside the store.

Popcorn, cookies, snacks, nuts, cellophane tape and magazines rated just under candy in total decisions made at the store, according to the survey.

Also high on the list were frozen foods and baked goods, with each being bought eight out of 10 times after some type of store decision. In grocery sales, 74% of all purchases resulted from store decisions. In dairy products and household needs, the rating was 70%. However, the housewares category itself (as distinguished from soap, bleaches, etc.) scored 85%, with 71.8% of the total credited to spontaneous buying.

Of beverage purchases, 63% resulted from a store decision. In meats, the score was 62%, and in produce, 56%.

■ Fresh poultry was the purchase most often decided before reaching the store. Coffee ran next, with six out of 10 buying judgments made before leaving home. However, three of the remaining four coffee purchases decided at the store were the result of spontaneous decisions, the survey shows.

H. D. Chickering, manager of packaging sales for the Du Pont film department, sponsor of the survey, noted, "Today's increasing number of completely unplanned purchases underscores the opportunity for more aggressive selling, better in-store promotions, and improved packaging."

The Du Pont survey lists more than 100 major supermarket items in 10 basic product groups, reporting the degree to which family shoppers plan the purchase of each—either specifically before arriving at the store (only 30% of all purchases), in general beforehand (16%), as a substitute for another item after entering the store (3%), or completely unplanned purchases (51%).

The study was based on interviews with more than 4,600 family shoppers in 225 supermarkets across the nation. A total of 63,795 purchases was recorded by Alderson Associates Inc., Philadelphia, and then analyzed for industry significance by Du Pont merchandising researchers.

Details of the survey are available from Du Pont sales representatives or by writing Department BH, Film Department, Du Pont Co., Wilmington 93, Del. #

Long Issues New Directory

Long Advertising Management Publications, Milwaukee, has published the 1960 edition of "International Directory—Members of Advertising Agency Networks." The 28-page directory may be purchased for $5 from Long, 5347 N. Santa Monica Blvd., Milwaukee.

Burroughs Corp. Names Bement Marketing VP in Reorganization

Burroughs Corp., Detroit, has named Ken T. Bement, formerly general sales manager of the Burroughs division, vp of marketing in a reorganization of the company's marketing operation. Both the Burroughs and electro data divisions have been dissolved as combined manufacturing units, with manufacturing now concentrated in a single organization and marketing consolidated in a new equipment and systems marketing division.

Ken T. Bement

Under Mr. Bement are two new assistant vps—R. O. Baily, head of general products and systems, and E. S. McCollister, head of data process systems. Other reassigned executives are Don M. Smith, ad manager of the former Burroughs division, director of the ad staff; Hugh Dundas, national ad manager; Tom Stevens, manager of printed media and a creative group; C. D. Behm, promotion and publicity head, and John L. Rose, public relations director.

Worldwide Circulation of 'Time' Tops 3,000,000

Time has announced that its worldwide circulation has reached 3,024,000, with its March 7 issue, which marks the publication's 37th birthday.

The circulation breaks down as follows: U.S. edition, 2,480,000; Latin American edition, 69,000; Pacific edition, 100,000; Atlantic edition, 160,000, and Canadian edition, 215,000.

WTVH Names Colee VP

Donn Colee, recently named general manager of WTVH, Peoria, Ill., has been named a vp.

top-billing

AD AGENCIES

for their important color lithography work rely on The Regensteiner Corporation, now celebrating 50 years of service as one of the nation's largest producers of quality color printing.

Our 50th YEAR

REGENSTEINER CORPORATION

award-winning color/black & white lithography

Jackson Boulevard and Racine Avenue
MOnroe 6-4200 • Chicago 7, Illinois

New York office: 520 Fifth Avenue
OXford 7-0167

Savings and Loan Group Buys 12-Page Section in 'Coronet'

WASHINGTON, March 8—Savings & Loan Foundation will use a 12-page color and b&w section in the April *Coronet* as the highlight of its 1960 advertising campaign which includes color pages each month in *Life, Look, The Saturday Evening Post* and *Time*.

To carry the theme, "Where you save does make a difference," the special section will contain eight pages in four colors and four pages in b&w.

The foundation's 700 member savings and loan associations have already purchased more than 1,000,000 reprints of the ad to distribute locally.

This is the second 12-page section in *Coronet*—the first was in the January, 1959 issue—for the foundation, which will spend between $1,750,000 and $2,000,000 for advertising in 1960. #

Geyer, Morey Adds Baltimore Rambler Dealers Account

The Baltimore Rambler Dealers Assn. has appointed Geyer, Morey, Madden & Ballard, New York, to handle its advertising. The agency also handles all divisions of American Motors Corp. and a number of Rambler dealer organizations.

Other dealers groups handled by Geyer includes Dallas-Tarrant County Rambler Dealers Assn., Greater Detroit Rambler Dealers, Greater Kansas City Rambler Dealers, Greater St. Louis Rambler Dealers, Harris County Rambler Dealers and Rambler Dealers of Philadelphia Advertising Pool.

Vick Buys Clearasil

Vick Chemical Co., New York, has purchased Clearasil Inc., White Plains, N.Y., for an undisclosed sum. Included are four products: Clearasil medication, lotion, soap and Clearasil shampoo, now in test markets. Lennen & Newell is the agency for the first three products, and Batten, Barton, Durstine & Osborn handles the shampoo. Vick said it planned no agency changes.

TUB 'N SINK—*General Mills is introducing this new Tub 'n Sink package containing six O-celo sponges for use in kitchen and bathroom. Advertising support will run in newspapers.*

Hiram Walker, McMullen Set Drive Tying Cordials, Cordial-Colored Resort Clothing

WALKERVILLE, ONT., March 8—In a joint promotion with McMullen & Co., New York, resort wear manufacturer, Hiram Walker Inc. will launch a special three-month consumer magazine campaign this month to plug its cordials with a new line of McMullen summer "casuals," designed after the cordials' fruit colors.

Hiram Walker, which will spend 12% more than its regular 1960 ad budget on the special drive, will kick off the campaign on March 21 with the first of four full-color bleed pages in *Sports Illustrated*. Single insertions will be used in the April 25 *Life* and May *Holiday*. The campaign is timed to coincide with peak selling periods of both companies.

Hiram Walker will pay for the six ads, and McMullen will market the "Cordial Casuals"—through about 200 retailers around the U. S.—with attached hand tags, carrying drink and dessert recipes made with the Hiram Walker cordials. McMullen-designed tote bags, utilizing emblems of cordial bottles, will be used as displays in retail liquor stores and will be sold in fashion stores with the line.

Sports Illustrated is coordinating the participation and merchandising in the fashion stores.

■ Donald J. O'Brien, Hiram Walker advertising manager, said, "The natural association between cordials and fashion is strengthened by recent research which shows that women who follow fashion and food so closely also have the greatest opportunity to purchase cordials for use in entertaining and in cuisine."

Hiram Walker's regular 1960 campaign includes full-color pages in *Gourmet, Holiday, Life, The New Yorker*, and *Sports Illustrated*.

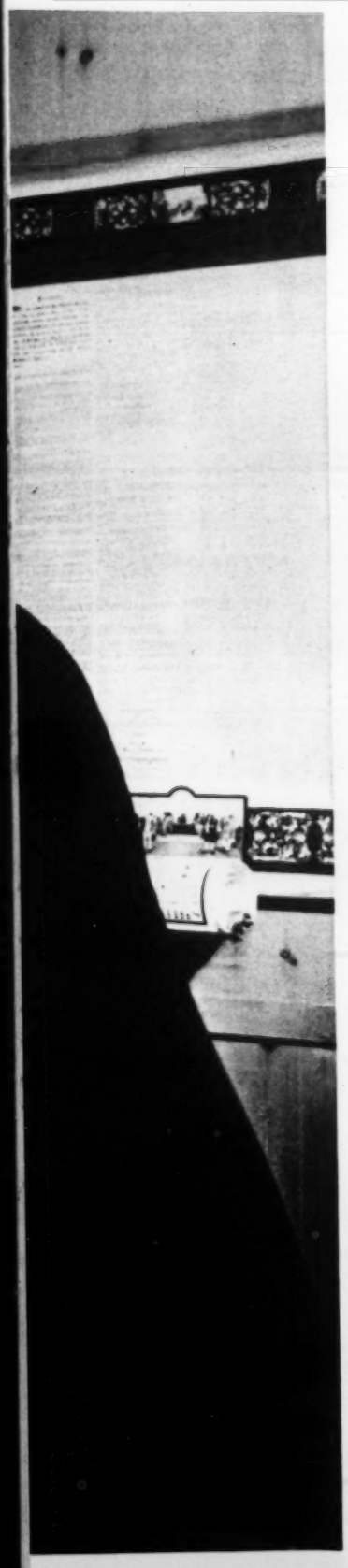
C. J. LaRoche & Co., New York, agency for Hiram Walker cordials, placed the ads. Goering & Pennoyer Advertising, New York, McMullen's agency, has prepared brochures for retailer distribution and sales kits. #

Continental Industries to Meany

Continental Industries, Los Angeles, manufacturer of the Continental tent-camper, and automotive accessories, has appointed the Philip J. Meany Co., Los Angeles, its agency. Media plans call for the use of television, consumer automotive and sports media, and participation in sports shows.

Stewart to National Certified

National Certified Interviews, Chicago marketing research company, has named Raymond F. Stewart director of data processing operations. He recently was vp in charge of research design and production at Ben Gaffin & Associates.



425-man local marketing staff sells for you...

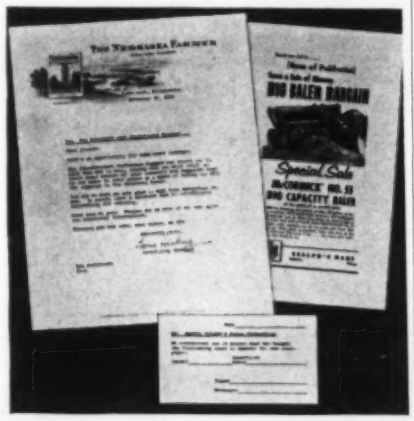
425 local marketing men join your staff when you advertise in State and Local Farm Papers. They can give you market facts, sales promotion, and merchandising help at the local level where your sales are made.

Local market facts, sales promotion, and merchandising are only part of the story. Local editing is another big help.

Local editing takes advantage of differences in climate, farming practices, to keep your prospects reading and believing. Over one hundred fifty editors travel over a million miles a year, and make thousands of local calls to edit State and Local Farm Papers close to your customers. They travel the byways gathering local pictures, local names, and local news. This local flavor puts your ads on a neighbor to neighbor basis with 4 million farmers. You know how well familiar names sell.

You can match State and Local Farm Paper circulation to your markets and outlets, too! Get the full story—write State and Local Farm Papers, Room 1600, 28 E. Jackson Blvd., Chicago 4, Ill.

Uncover new sales for your products with market information. Check your advertising timing against the local farming practices in your distribution areas. Secure local photos . . . testimonials . . . through our 425-man local marketing staff. Let our marketing research staff help solve your problems.



Promote your programs on a local level to distributors, field men, and dealers with our help. Farm paper mailings, promotion letters, and many other local sales promotion aids are available to you. Ask us to serve your special needs. Our marketing staff will work out a local promotion program for you.

Make your ad budget act bigger by coaxing dealers to place more local advertising. Let us send tie-in ad mats to local newspapers. They will sell your dealers on "tieing in" with your advertising. Use this proven promotion with or without co-op ad funds. Ask us for details.

FIRST WITH FARM FAMILIES
STATE and LOCAL FARM PAPERS

American Agriculturist
Arizona Farmer Ranchman
California Farmer
Colorado Rancher & Farmer
Dakota Farmer
The Farmer
The Farmer Stockman
Florida Grower & Rancher
Idaho Farmer
Kansas Farmer
Michigan Farmer
Missouri Ruralist
Montana Farmer-Stockman
Nebraska Farmer
New England Homestead
Ohio Farmer
Oregon Farmer
Pennsylvania Farmer
Prairie Farmer
Rural New Yorker
Southern Planter
Utah Farmer
Wallaces Farmer
Washington Farmer
Wisconsin Agriculturist

How to hold a better meeting

By Frank Snell

An excellent book that will make your meetings better . . . today.

10 DAYS' FREE EXAMINATION

HARPER & BROTHERS
51 E. 33 St., N. Y. 16, N. Y.

Gentlemen: Please send me HOW TO HOLD A BETTER MEETING for 10 days' free examination. Within that time I will either remit $2.95 plus a few cents mailing charges or return the book.

Name_____

Address_____

City_____ Zone____ State_____

SAVE! If you enclose payment we will pay mailing charges; same return privilege.

0602A

Worth Setting!
Worth Setting Right!

Here Type Can SERVE You

J. M. BUNDSCHO, INC., *Advertising Typographers*

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

Shelby Joins Joseph Katz

James Shelby, formerly a radio-tv producer in the Chicago office of McCann-Erickson, has been named director of the radio-tv department of Joseph Katz Co., New York, media representative. He replaces Edward Kogan, who resigned. Philip D. Porterfield, previously a merchandising account executive at Katz, has been promoted to the new post of director of merchandising.

BBDO Elects 3; Adds Account

Whitman Hobbs, vp and associate copy director, James R. Schule, vp and secretary, and Burton E. Vaughan, vp and manager of the Pittsburgh office, have been elected to the board of Batten, Barton, Durstine & Osborn. At the same time, BBDO has been appointed to handle advertising for the new Dallas Region Valiant Advertising Assn., a dealer group.

KRAK Promotes Case

Dwight Case has been named sales manager of KRAK, Stockton-Sacramento, Cal. He had been with the station under its former management for the past year as sales manager of the Sacramento office.

The Farmer-Stockman provides greatest most effective coverage in

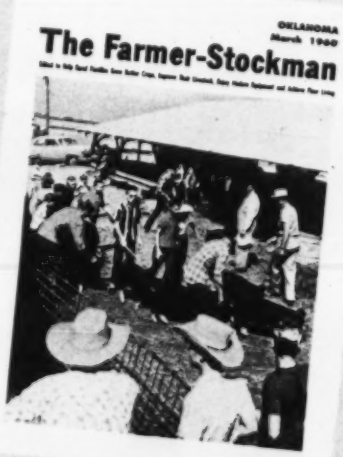
Texhoma-Land*

*RURAL TEXAS AND OKLAHOMA

MORE & MORE ADVERTISERS are using the Farmer-Stockman to SELL in this rich market!

- February 1960 Issue had more commercial advertising revenue than any previous issue of the Farmer-Stockman!
- January, February and March 1960 issues have 10% MORE commercial revenue than any other 3 consecutive months in Farmer-Stockman history.

For years—
Edited IN Texas FOR Texans!



For years—
Edited IN Oklahoma FOR Oklahomans!

Many new advertisers use the Farmer-Stockman for the first time in 1960!

Below are new Farmer-Stockman advertisers, plus those who had not advertised in the Farmer-Stockman for a year or more.

Advance Seed Company, Phoenix, Arizona
American School, Chicago, Illinois
Candy & Cake Craft Institute, Fallbrook, California
Century Engineering Corporation, Cedar Rapids, Iowa
Consumers Cooperative Association (Fertilizer), Kansas City, Missouri
Corn Belt Manufacturing Company, Bloomington, Illinois
DeLaval Separator Company, Poughkeepsie, New York
Delta & Pine Land Company, Scott, Mississippi
Doane Agricultural Service, St. Louis, Missouri
Farm Journal, Inc., Philadelphia, Pennsylvania
Ford Truck Dealers of Texas
Gooch Feed Mill Company, Lincoln, Nebraska
Granite City Steel Company, Granite City, Illinois
Hahn, Inc., Evansville, Indiana
Hanson Equipment Company, Beloit, Wisconsin
J & J Chemical Company, Houston, Texas
Johnson Manufacturing Company, Lubbock, Texas
Kraft Foods, Chicago, Illinois
Life Study Fellowship, Noroton, Connecticut
Reuel Little Tree Injection Company, Madill, Oklahoma
Lubbock Auto Company, Lubbock, Texas
Norkin Laboratories, Kansas City, Missouri
Oil Capitol Photos, Tulsa, Oklahoma
Olin Mathieson Chemical Corporation, New York, New York
Dr. Salsbury's Laboratories, Charles City, Iowa
San-An Products, San Angelo, Texas
Southland Weather Service, Clovis, New Mexico
A. E. Staley Manufacturing Company, Decatur, Illinois
Steckley Hybrid Seed Company, Lincoln, Nebraska
Stewart-Doenges, Dallas, Texas—Tulsa, Oklahoma
United States Rubber Company, New York, New York
Universal Pulleys Company, Wichita, Kansas
Wisconsin Motor Corporation, Milwaukee, Wisconsin

Yes, MORE AND MORE ADVERTISERS are placing schedules in the Farmer-Stockman because it gives them the *most effective, lowest-cost coverage in Texhoma-Land*!* For Space Reservations—or additional data, write, wire or phone your nearest Farmer-Stockman office now!

* Rural Texas and Oklahoma

436,476 total paid subscribers

The Farmer-Stockman

OKLAHOMA CITY • DALLAS

Director of Advertising, J. H. Hunter

SALES OFFICES:

CHICAGO 11, SUperior 7-6145
400 N. Michigan Avenue
Lee Hainline, Mgr.

NEW YORK 17, MUrray Hill 4-3340
420 Lexington Avenue
Joe Paulsen, Mgr.

OKLAHOMA CITY 1, CEntral 2-3311
500 N. Broadway
Bill Pullen, Mgr.

DALLAS 5, LAkeside 1-3121
4321 N. Central Expressway
Alex McCommas, Jr., Mgr.

STATE and LOCAL FARM PAPERS

Rolls-Royce Proves Magnet in Ads for Car Rental Service

CHICAGO, March 8—Unlike the one-eyed man in the land of the blind, the pygmy is not king in the land of giants.

Quite aware of this truism, Cars for Commerce, a midwestern car renter which has to compete with husky Hertz and Avis as well as with smaller lessors, has taken some unusual steps to draw attention to itself. And it has proof its offbeat advertising has succeeded.

Cars for Commerce started a program of advertising early in 1959 using small-space ads in the *Chicago Tribune* and the *Wall Street Journal*. These worked quite well, and the company grew at double the rate of the industry as a whole. But when the question of accelerating growth came up, a need was felt for something besides the semi-institutional ads which had been used.

■ The result was the ad shown here, which first ran in the *Wall Street Journal*. Somewhat less than

300 lines, the ad drew attention by offering something different in car rentals: A Rolls-Royce at $442.50 a month.

The first response was an anonymous long distance call from a person who couldn't afford the car but wished to congratulate the company. An executive of an American car maker also wrote congratulations on the imaginative move.

And inquiries rolled in, with the result that there probably will not be enough Rolls to meet the demand.

In addition, present customers called in to ask that reprints of the ads be sent to friends, and more than 150 names of major executives to get in touch with have been received by the company. One client is printing up to 50 copies of the ad for his friends.

Cars for Commerce plans to repeat the ad, naturally.

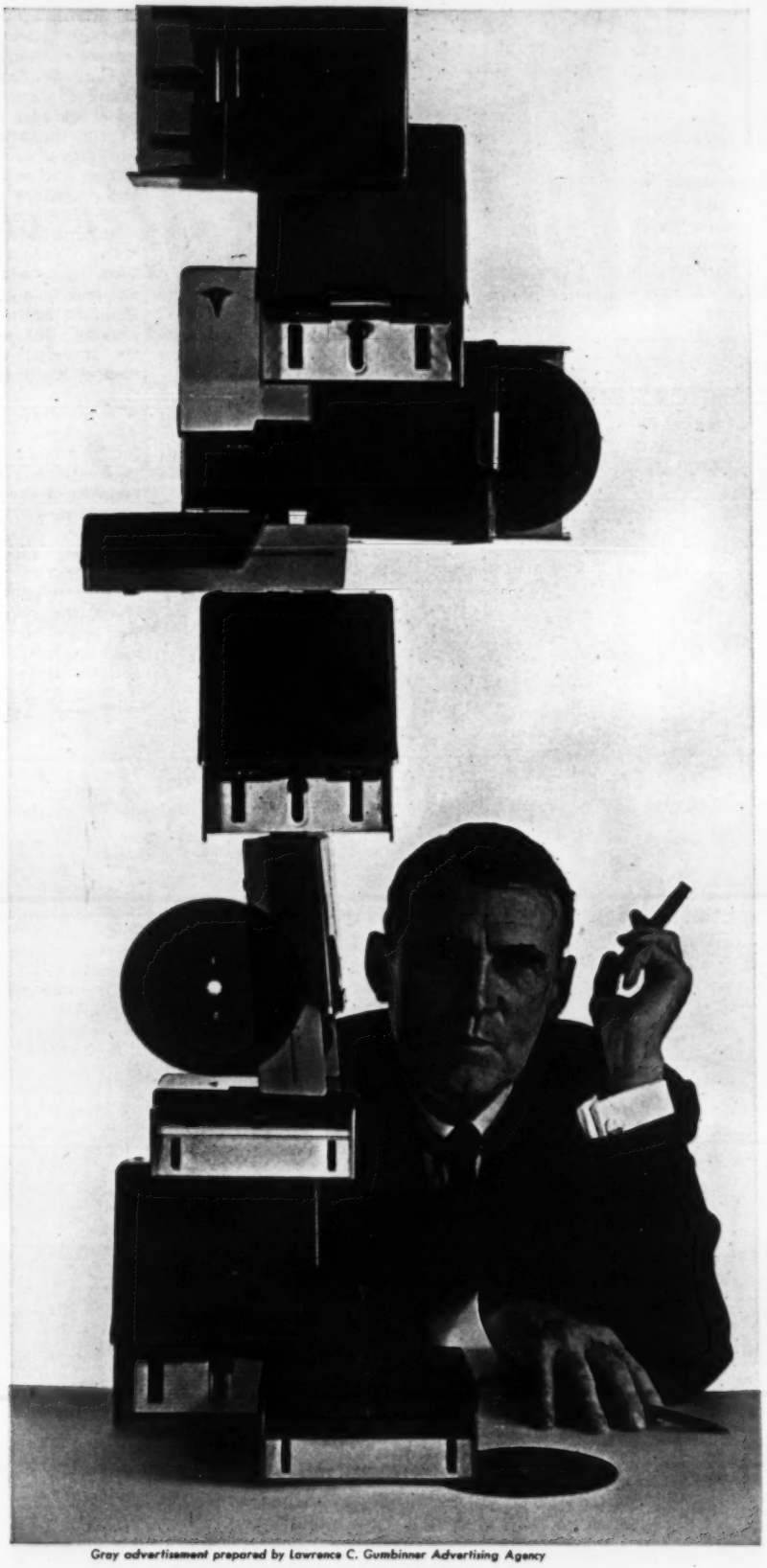
The campaign was developed and created by John S. Wiggins, advertising consultant. #

Compton Adds Deauville House

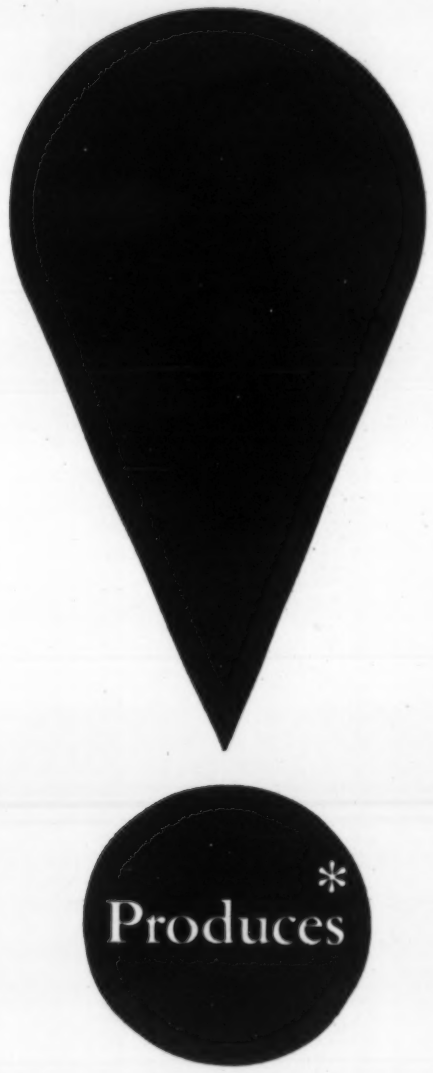
Deauville House Foods, Anaheim, has appointed Compton Advertising, Los Angeles, its agency. The recently formed company will manufacture and distribute refrigerated ready-to-serve cake frostings and refrigerated hors d'oeuvres.

Ziff-Davis Boosts Asherman

Robert J. Asherman has been promoted from director of new projects to director of advertising promotion for Ziff-Davis Publishing Co., New York. He succeeds Seymour Vall, who resigned.



Gray advertisement prepared by Lawrence C. Gumbinner Advertising Agency



* "We ran our new four-color campaign in The New Yorker to sell the style-setters. This ad produced immediate results: favorable public comment and a healthy coupon response . . . The New Yorker helped create a new and fresh brand image for a 68-year-old company in a competitive field."

William Pitcairn
Advertising Manager, Gray Manufacturing Company

THE NEW YORKER MAGAZINE

WE'RE ON THEIR LIST!

It's one of the largest shopping lists in business . . . made up by the buyers for nursing homes or homes for the aging. These homes, and there are more than 16,000 of them to date, need everything from bedpans to beauty aids.

You can get the staggering facts by reading our B P R D ad or writing to

PROFESSIONAL
nursing home

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

DISPLAY — *This counter display for Richard Hudnut's Lip Quick is illustrated by the color spread scheduled for the April issues of Glamour, Harper's Bazaar, McCall's, Seventeen and Vogue. Other advertising includes the "Jack Paar Show," spot tv and newspapers. Lambert & Feasley is the agency.*

THE WORLD'S ONLY JET TO JET SERVICE

Between the U.S.A. and Europe, Africa and the Middle East!

Never before has any single airline come so close to fulfilling the ultimate promise of the "Jet Age." Now a traveler can speed overseas to Europe by Air France 707 Intercontinental Jet and, without changing airlines, continue throughout Europe, Africa and the Middle East by swift Caravelle Jet. This is truly the finest, fastest, most convenient service of its kind—Jet to Jet service on Air France.

Exclusive "firsts" like Air France Jet to Jet service don't just happen; they have to be planned. Early in 1957, Air France laid the groundwork for this unique service by becoming the first airline to test and operate Caravelles in Europe. Then, when the first Air France Boeing 707 Intercontinental Jet touched down at Orly Field, a fleet of pure jet Caravelles was ready to inaugurate Jet to Jet service!

It is just this quality of leadership in planning that has helped Air France become the world's largest airline.

AIR FRANCE JET
WORLD'S FASTEST JETLINER / WORLD'S LARGEST AIRLINE

Readers Heedful of Ratings by Consumer Publications: Sargent

CHAMPAIGN, ILL., March 8—A University of Illinois study reveals that recommendations of "Consumer Research Bulletin" and "Consumer Reports" have a marked effect on product purchases of their readers.

Hugh W. Sargent, assistant professor of advertising who conducted the study, found the influence of the magazines clear in major purchases such as washing machines and refrigerators, less so in the purchase of food and other non-durables.

Buying habits of users of each of these publications are contrasted with those of non-users by Prof. Sargent in a bulletin, "Consumer-Product Rating Publications & Buying Behavior," published by the university's bureau of economic and business research.

■ Recommendations of the two publications were analyzed over a period of two years, as Prof. Sargent quizzed readers and non-readers of the magazines on their purchases of certain household items.

Among 1,353 replies analyzed, 517 were from persons who made no use whatever of the publications; the remainder used one or the other exclusively. The survey was conducted among known subscribers and others selected at random in six midwestern states.

"Reports" and "Bulletin" readers, in general, were found to include a larger proportion of persons with professional or graduate education, with incomes of $10,000 or above, and between the ages of 21 and 50.

■ Prof. Sargent notes that whether readers of the two magazines were regular subscribers or merely borrowers, they appeared to follow recommendations of the publications to about the same extent.

By their own account, they are persons inclined to do a good deal of "shopping around" before buying, especially in purchasing major household appliances. They also give more consideration to opinions of friends and neighbors, and to price discounts, than non-users do.

The study found, however, that both users and non-users of the magazines attach considerable importance to their previous experience with the manufacturer and his product.

A copy of the bulletin may be obtained by writing to the University of Illinois Bureau of Economic and Business Research, Box 658, Station A, Champaign, Ill. #

Delehanty, Kurnit Adds Two; Appoints Singer, Kent

Delehanty, Kurnit & Geller Advertising Corp., New York, has been named to handle advertising for Baker Process Co., Belleville, N.J., a division of Wallace & Tiernan. A relatively new division, Baker has been placing its own advertising. The agency also has been named to handle advertising for Lowenthal/Berg Ltd., New York coat manufacturer.

Delehanty, Kurnit also has named Gary E. Singer, formerly ad manager of the Omaton division of Burndy Corp.; an account executive. Dorothy Kent, former copy group supervisor of Emil Mogul & Co. (now Mogul Williams & Saylor), has been named copy chief of Delehanty, Kurnit.

Moulton Joins Beckman

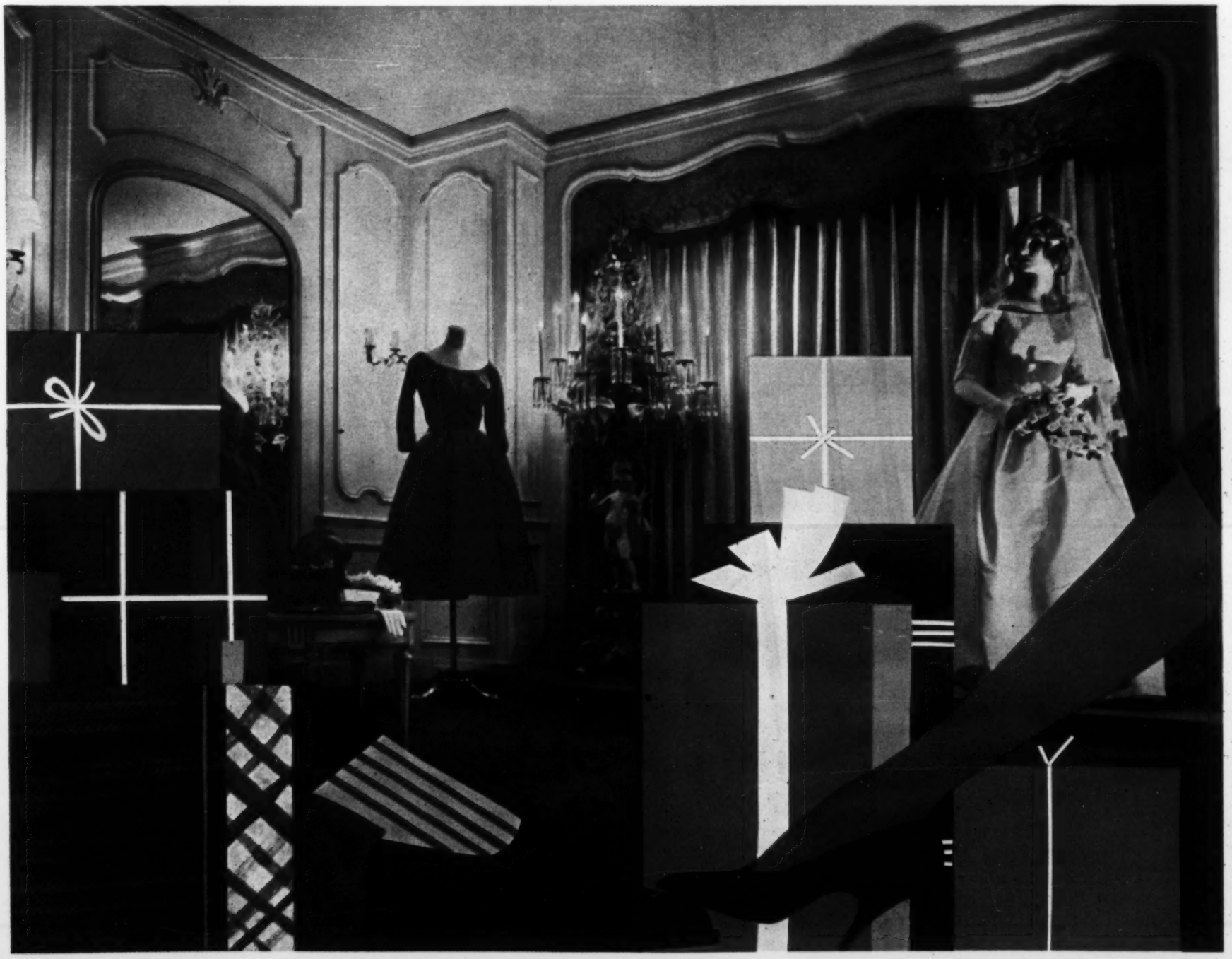
Kenneth C. Moulton, formerly general sales manager of the Daystrom-Weston sales division of Daystrom Inc., has been named director of marketing of Beckman Instruments, Fullerton, Cal.

WHEN THE FOCUS IS ON **FASHION**—REMEMBER

The Chicagoans with more money to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News is read by families whose median income is $1070 a year higher than Metropolitan Chicago as a whole. These are the people who spend more on fashions...and on food and furniture too, for that matter. What's more, the Daily News median adult reader spends at least 35% more time with his paper than readers of the other Chicago dailies.



IN THE APPLIANCE-TV-HOUSEWARES FIELD
EVERY MONDAY THE PROS READ
ELECTRICAL
MERCHANDISING WEEK

Ideal every-Monday frequency
Biggest paid Dealer audience
Unique, best-buy rate structure

A McGraw-Hill Publication ABC-ABP

'Dun's Review' Panelists See Ad Budgets Growing

'Most' Presidents in Group Say They Don't Rely on Agencies' Advice

NEW YORK, March 8—*Dun's Review* has sounded out its 175-member "presidents panel" on advertising practices and has come up with the following conclusions, published in its March issue:

• Three out of five presidents say their companies' total ad expenditures will increase in both dollars and percentage of net sales over the next five years.

• Of those surveyed, 75% think advertising lacks an "accurate means by which to measure its effectiveness as a marketing tool."

• 50% think advertising today suffers from unethical practices and claims, particularly consumer advertising.

• 75% are opposed to presidents approving budgets for individual campaigns, but most feel chief executives of companies generally should approve budgets for overall advertising programs. By the same three-to-one margin, presidents indicated that advertising decisions should be delegated as are other decisions within the company.

■ On the question of agency-client relationships and ad preparation, the survey said "most" top executives polled "do not rely on agencies for advertising advice any more than they rely on similar outside counsel on questions of production, accounting or sales."

In addition, the survey concluded that presidents get involved in questions of copy and media to the extent that eight out of ten executives "sometimes" suggest or make changes in ad copy or art, or determine which tv and radio programs to sponsor or in which media ads will appear.

The management panel also agreed, by a four to one margin, that advertising will become "more valuable as a marketing tool" over the next five years. The magazine reported that the panel was "leery," however, of "purely institutional advertising." Executives also said they "sometimes lack confidence in radio and television advertising," the magazine said.

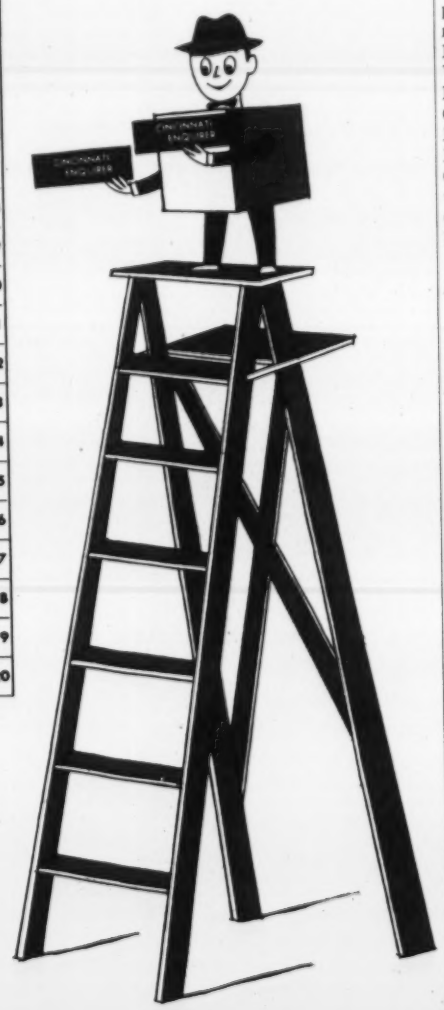
■ The *Dun's Review* panel is comprised of chief executives mainly in the industrial products manufacturing field. Among consumer products executives listed as panel members: John M. Fox, Minute Maid Corp.; Robert E. Brooker, Whirlpool Corp.; P. B. Wishart, Minneapolis-Honeywell Regulator Co.; Paul S. Gerot, Pillsbury Co.; Francis C. Brown, Schering Corp.; Paul M. Hahn, American Tobacco Co.; Frederick N. Schwartz, Bristol-Myers Co.; Roy W. Moore Jr., Canada Dry Corp., and William T. Brady, Corn Products Co. #

The Cincinnati Enquirer now
one of America's Top Ten newspapers
in Total Advertising

. . . BEST PROOF EVER OF THE SOLID TREND TO THE "MORNING" IN SOLID CINCINNATI

	1954	1955	1956	1957	1958	1959	
1	Milwaukee Journal	Los Angeles Times	Los Angeles Times	Los Angeles Times	Los Angeles Times	Los Angeles Times	1
2	Los Angeles Times	Milwaukee Journal	Milwaukee Journal	Miami Herald	Miami Herald	Miami Herald	2
3	Chicago Tribune	Chicago Tribune	Chicago Tribune	Milwaukee Journal	Milwaukee Journal	New York Times	3
4	Miami Herald	New York Times	Miami Herald	New York Times	New York Times	Chicago Tribune	4
5	New York Times	Miami Herald	New York Times	Chicago Tribune	Chicago Tribune	Milwaukee Journal	5
6	Washington Star	Cleveland Plain-Dealer	Cleveland Plain-Dealer	Cleveland Plain-Dealer	Cleveland Plain-Dealer	Cleveland Plain-Dealer	6
7	Cleveland Plain-Dealer	Washington Star	Washington Star	Baltimore Sun	Washington Star	Washington Post	7
8	Detroit News	Houston Chronicle	Houston Chronicle	Washington Star	New Orleans Times-Picayune	Washington Star	8
9	Houston Chronicle	Baltimore Sun	Baltimore Sun	Houston Chronicle	Houston Chronicle	New Orleans Times-Picayune	9
10	Baltimore Sun	Detroit News	Detroit News	New Orleans Times-Picayune	Baltimore Sun	CINCINNATI ENQUIRER	10
11	Philadelphia Inquirer	Philadelphia Inquirer	New Orleans Times-Picayune	Detroit News	CINCINNATI ENQUIRER	St. Louis Post-Dispatch	11
12	New Orleans Times-Picayune	Minneapolis Star & Tribune	CINCINNATI ENQUIRER	CINCINNATI ENQUIRER	Washington Post & Times-Herald	Houston Chronicle	12
13	Minneapolis Star & Tribune	New Orleans Times-Picayune	Minneapolis Star & Tribune	Akron Beacon-Journal	Minneapolis Star & Tribune	Minneapolis Star & Tribune	13
14	Akron Beacon-Journal	St. Louis Post-Dispatch	St. Louis Post-Dispatch	Minneapolis Star & Tribune	St. Louis Post-Dispatch	Baltimore Sun	14
15	St. Louis Post-Dispatch	Dallas Times-Herald	Akron Beacon-Journal	St. Louis Post-Dispatch	Akron Beacon-Journal	Detroit News	15
16	New York News	Akron Beacon-Journal	Philadelphia Inquirer	Washington Post & Times-Herald	Detroit News	Akron Beacon-Journal	16
17	Dallas Times-Herald	CINCINNATI ENQUIRER	Washington Post & Times-Herald	New York News	New York News	Phoenix Republic	17
18	Atlanta Journal & Constitution	Washington Post & Times-Herald	Atlanta Journal & Constitution	Philadelphia Inquirer	Atlanta Journal & Constitution	Philadelphia Inquirer	18
19	Washington Post & Times-Herald	New York News	New York News	Atlanta Journal & Constitution	Phoenix Republic	Atlanta Journal & Constitution	19
20	CINCINNATI ENQUIRER	Atlanta Journal & Constitution	Dallas Times-Herald	Columbus Dispatch	Columbus Dispatch	New York News	20

Source: Media Records
First 50 Reports, Page 22.



The chart tells the story. From 20th place to 10th in only five years! This solid climb among the nation's leading newspapers reflects this solid fact: The Enquirer reaches and influences the solid *market-that-matters* in Cincinnati.

Growth like this doesn't just happen. It stems from the confidence of leading advertisers . . . national and retail . . . in the ever-increasing impact of The Enquirer. This is confidence based on *results.* Results that come from solid readership in households with higher median incomes . . . larger, younger families that need more and spend more. Want a still more graphic picture of this confidence? In 1959, the Daily Enquirer alone had *more than half* the market share of total daily *retail* advertising, compared with 33% in 1954. The latest Top Ten Brands survey can give you even more solid information about this growing market area. Write The Enquirer's Research Department for your copy.

SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Represented by Moloney, Regan & Schmitt, Inc.

Katz, Jacobs Adds 2 Accounts

Textad Products Corp., New York, manufacturer of cleaning solutions, gums and pastes, has named Katz, Jacobs & Co., New York, its first agency, to handle its new Grip-It adhesive. Textad, which places its own advertising for its other products, will spend between $10,000 and $20,000 to plug the adhesive, the agency said. A trade campaign, directed at the lighting industry, has been initiated and a consumer drive is being planned. Katz, Jacobs also has been named to handle advertising for Weiss & Biheller Merchandise Corp., New York, crystal chandelier importer. Belmont Advertising formerly handled the account.

Calhoun Joins KOOL, KOOL-TV

Tom Calhoun, who has been executive secretary of Arizona Game Protective Assn. and editor-publisher of the *Arizona Sportsman's News,* has been named director of public relations of KOOL and KOOL-TV, Phoenix. He replaces Milt Hill, who will continue in an advisory capacity at the stations.

SIGN HOLDERS for TRUCKS
TRANSIT BUS STYLE FRAMES
for changeable copy
ADVERTISING CARDS → FREE PHOTO ALBUM
THE YARDER MANUFACTURING CO.
724 Phillips Ave. Glenwood 4-5471 Toledo 12, Ohio

There's a new weapon against mental illness

...it's called Advertising

ADVERTISING COUNCIL · PUBLIC SERVICE ·

There's a special thing about mental illness. The only way to defeat it is through knowledge, awareness, understanding. That's what your Advertising Council has been spreading in its public service campaign for The National Association for Mental Health. With every indication of success—and why not? It's the kind of job only advertising can do so well. Proud of advertising? You should be.

Why don't ad agencies advertise more?

If you strip off the surface reasons, you'll find that many agencies simply do not accept for their own needs the usual publications that focus on top executives! There is often just too much waste.

There is only ONE management publication that concentrates on JUST the top men in JUST the 38,000 companies that control the bulk of all U.S. business! *For yourself—and for your clients who advertise to businessmen—examine this amazing medium.* You may even want to begin your own house campaign. Write or phone for our memo on, "Why don't ad agencies do more advertising?"

MANAGEMENT METHODS, 22 W. Putnam Ave., Greenwich, Conn.

Guild, Bascom Shifts Three

Alex Anderson, vp and a director of Guild, Bascom & Bonfigli, San Francisco, has been named to the new post of broadcast production head. Dave Fulmer will move from the agency's Hollywood office where he has been tv production supervisor, to San Francisco to become tv creative director. Merrit W. (Pete) Barnum, previously an executive producer at NBC-TV, has joined the Hollywood office of GB&B as head of tv commercial production.

Tahoe Keys Names Wilson

Thomas C. Wilson Advertising Agency, Reno and Lake Tahoe, has been appointed to handle all advertising for Tahoe Keys, a residential development on the south shore of Lake Tahoe.

Cockfield Ranked 34th, Billed $28,000,000 in '59

NEW YORK, March 8—In its annual agency billings issue ADVERTISING AGE listed Cockfield, Brown & Co., Montreal, with a total of $27,500,000 for 1959. Actually, this was a preliminary estimate; Cockfield, Brown subsequently wired AA and supplied the actual 1959 figure, which was $28,000,000.

Cockfield's $28,000,000 last year elevates it from 35th to 34th place among the leading agencies. It leaves the agency in second place in Canada, behind MacLaren Advertising, which reported $29,800,000 in 1959 billings. #

U. S. Chamber Elects Red Motley President

WASHINGTON, March 8—Arthur H. (Red) Motley, president and publisher of *Parade*, has been named president of the U.S. Chamber of Commerce, effective May 4.

A. H. Motley

Mr. Motley, who has served with the chamber as vp, membership chairman and chairman of its political participation committee, succeeds Erwin D. Canham, editor of the *Christian Science Monitor*, who becomes chairman of the board.

Mr. Motley has been in the publishing business for more than 30 years. A onetime English instructor at Hamline University in his home state of Minnesota, he joined the sales staff of Crowell-Collier Publishing Co. in 1928, became a vp and director of the company in 1941.

In 1942 he was appointed publisher of *American Magazine;* in 1946 he became president and publisher of *Parade*. #

NBC Names West, Tom Sarnoff; Sets Up West Coast Liaison

NBC-TV, New York, has realigned the duties of two of its key West Coast executives and created a coordinating unit in an effort to establish better liaison between the two offices. With titles slightly changed, John K. West is vp, West Coast, and will devote his time as management's representative on the Pacific Coast; Thomas W. Sarnoff is vp, administration, West Coast, and will head the new unit.

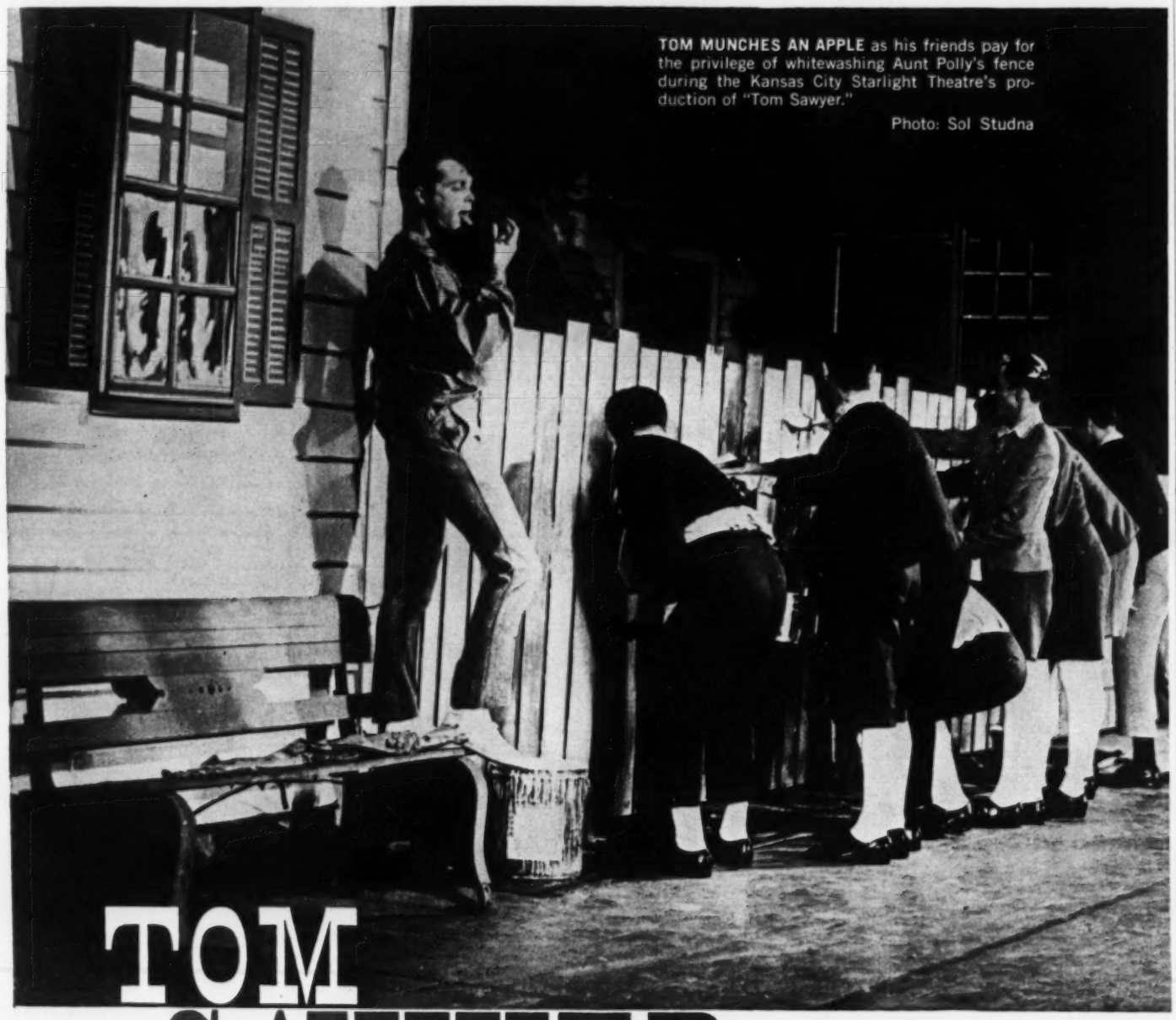
Mr. West, formerly vp in charge of the western division, will work on policy matters in the areas of public relations, talent relations, advertiser relations, and community relations—reporting to the president, Robert E. Kintner. Mr. Sarnoff, previously vp, production and business affairs for the western division, will direct the West Coast coordinating committee, consisting of key executives on both coasts who will meet each month, alternately in Hollywood and New York, to discuss West Coast policies, practices and relationships to the head office.

'SEP' Boosts Riddle

The Saturday Evening Post has promoted Jay S. Riddle from grocery products marketing manager to associate marketing manager, a new post. He is succeeded by Joseph Quinn, formerly with *Look*. At the same time, the magazine has promoted Henry M. Strawn from its sales staff to associate manager of the Chicago office.

Taft Buys Knoxville Stations

WBIR Inc., operator of television and radio stations in Knoxville, has been merged with Taft Broadcasting Co., Cincinnati. No change in the operations or personnel of the WBIR stations is contemplated, and the stations will continue as a division of Taft.



TOM MUNCHES AN APPLE as his friends pay for the privilege of whitewashing Aunt Polly's fence during the Kansas City Starlight Theatre's production of "Tom Sawyer."

Photo: Sol Studna

TOM SAWYER buys Kansas City too

Big things happen to Kansas City. It's chosen for the world premiere of the new musical, "Tom Sawyer." It's the scene of the dedication of "St. Martin of Tours," last sculpture completed by the great Carl Milles. New trafficways and airports. Steadily rising buying power. Record breaking department store sales.

Kansas City's a moving, imaginative, responsive community of more than a million. And Kansas City responds—so say ARB and Nielsen—to KCMO-TV more than any other television station. Month after month, more quarter-hour firsts for KCMO-TV.

The reason? Because we program to get the audience. Because we broadcast at maximum power from America's tallest self-supported tower. Because Kansas City gets the big clear picture on the world from KCMO-TV.

KCMO TV Channel 5 — CBS Television Network

E. K. Hartenbower, Vice President and General Manager
Sid Tremble, Station Manager

The Tall Tower at Broadcasting House • Kansas City, Mo.

SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by Katz Agency.
Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING magazines.

A PACKAGING FIRST BY Jackmeyer

NEW! STIK-ON BLISTER PAC

Put more 'See and Sell' in your package this fast, easy low-cost way!

- Pressure-Sensitive STIK-ON Blister Pac seals tight with slight hand pressure.
- No Heat • No Equipment
- Easy to assemble in your own plant.

ONE COMPLETE SOURCE for all types of Blister packaging. Quality controlled all the way from art to delivery.

Call WAtkins 4-0285 or write Dept. AA

JACKMEYER CORP. 253 W. 26th St., N. Y. 1, N. Y.

THE HOUSTON CHRONICLE

LEADS The Houston Post...*

...*in* **Total City Circulation Daily**

5,436 MORE **THAN THE POST!**

...*in* **Total City Circulation Sunday**

18,728 MORE **THAN THE POST!**

and

...*in* **Total Circulation Sunday**

1,518 MORE **THAN THE POST!**

* A comparison of the latest Audit Bureau of Circulation audit showing the average for the 12-month period ending September 30, 1959.

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper...

The Chronicle is a MUST Buy!

The Branham Company — National Representatives

CHILTON ANNOUNCES

M·A·P

MARKETING ASSISTANCE PROGRAM

NOW AVAILABLE...

MARKETING ASSISTANCE PROGRAM

Offering manufacturers counsel in marketing has long been a Chilton practice. But count on Chilton to move ahead with the times. Today Chilton's intensified activity in market research is a development that can help you get more out of your sales and advertising dollars. The stepped-up facilities—organized in depth and breadth—are identified as M-A-P, an efficient, penetrating Marketing Assistance Program.

If you are a manufacturer searching for new talents and tools in your marketing operations, Chilton can put a wealth of manpower and a multiplicity of facilities to work for you. All Chilton publications have marketing data representing years of selling experience and research in their respective fields. And Chilton's fully staffed Research Department is equipped to help you develop additional data to give even better direction to your marketing plans.

Chilton's standards of editorial excellence and quality-controlled circulation in 17 business publications are now linked with stronger and more complete marketing information for advertisers. Chilton representatives will be glad to give you more details.

Chilton COMPANY

Chestnut and 56th Streets
Philadelphia 39, Pennsylvania

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas • Commercial Car Journal • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone • Optical Journal & Review of Optometry • Motor Age • Hardware World • Aircraft & Missiles • Distribution Age • Product Design & Development • Business, Technical and Educational Books

Just the facts, man

WJIM-TV wins every quarter hour every day of the week!

(Monday through Friday 7:00am - 6:00pm)

LANSING ARB, NOVEMBER, 1959

COVERING THE NATION'S 37TH MARKET

WJIM-TV

Strategically located to exclusively serve LANSING....FLINT....JACKSON

Basic CBS NBC.....ABC

Outdoor Men Use Ads in Boston Dailies to Fight Bay State Bill

BOSTON, March 8—A bill to ban outdoor advertising near limited access highways drew one of the largest crowds of the year—350 persons—into Gardner Auditorium of the statehouse last week for a public hearing by the legislature's committee on mercantile affairs.

The all-day hearing drew a parade of legislators recording themselves in favor—enough, according to a comment from one, "to carry the bill through the legislature."

But its opponents were equally numerous, led by the Massachusetts Outdoor Advertising Council which took Page 1 ads in the Boston newspapers to announce its opposition.

The ads called the outdoor bill "bad and dangerous.

"It would impose arbitrary restrictions on private property along 560 miles of limited access highway in Massachusetts," they said.

■ "It would affect more than 140 square miles—three times the size of the entire city of Boston—and cause loss of jobs and injure thousands of business people by depriving them of the right to advertise industrial plants, shopping centers, stores, hotels, motels, restaurants and gasoline stations," the ads complained.

The bill essentially would regulate outdoor signs within 660' of the highways, permitting the state to take easements 1,000' from the highway—for which the owner will be compensated for not erecting signs.

In the bill's own language it states, "No billboard, sign or other advertising device of any sort, other than official signs, whether located on or off the premises where the business advertised is conducted, shall be posted, erected, displayed or maintained within 660' of the right of way of a limited access highway, unless located in an area zoned for industrial and commercial use and complies to local zoning and other ordinances."

■ At the heart of the controversy is the provision in the federal law providing a bonus of 0.5% of the cost of limited access highways to states conforming to federal policy on control of outdoor advertising. In Massachusetts' case, the money amounts to $560,000 under present programming.

Herbert Gleason, of the Massachusetts Roadside Council, told the committee the state could win a bonus of $4,500,000 if Gov. Foster Furcolo's $1 billion accelerated highway program is adopted. But "it is not crucial how much we get," he added, "for we should do it anyway."

The state department of public works took no official stand, although James T. Bleiler, chairman of the department's outdoor advertising division, said the bill "would hamstring cities and towns in their efforts to attract new industries to sites along our magnificent new highways."

George C. Tompouras, associate deputy commissioner, said the department felt it was "premature" to take a position, since the deadline for applying for the federal bonus is July, 1961.

■ Rep. Harrison Chadwick (R., Winchester), who favored the legislation, protested there was an "organized campaign against the bill" by the outdoor advertising industry. But Rep. Julius Ansel (D., Boston) replied: "I think both sides are well organized." The bill was taken under advisement. #

Armstrong Runs TV, Print Ads

Armstrong Cork Co., Lancaster, Pa., signed 13-week schedules as a participating sponsor of CBS-TV shows, "I Love Lucky," "Edge of Night," and "Love of Life." Together with Art Linkletter's "House Party" on CBS, in which it is a participating sponsor for the full season, Armstrong will sponsor a 15-minute segment on each program every other week. The company's floor coverings will be promoted in some of the tv commercials, as well as in four-page inserts in *Floor Covering Profits, Floor Covering Weekly*, and *Home Furnishings Daily*. Batten, Barton, Durstine & Osborn is the agency for Armstrong's floor division products.

'Mirror News' Offers Discount

The *Los Angeles Evening Mirror News* is now offering automobile dealers a special volume discount plan for their advertising. The plan, which the newspaper is introducing for the first time in the Los Angeles metropolitan newspaper field, is commissionable to recognized agencies.

IN FLINT

The Shortest Route between

TELLING and SELLING

is through

Flint Journal Advertising

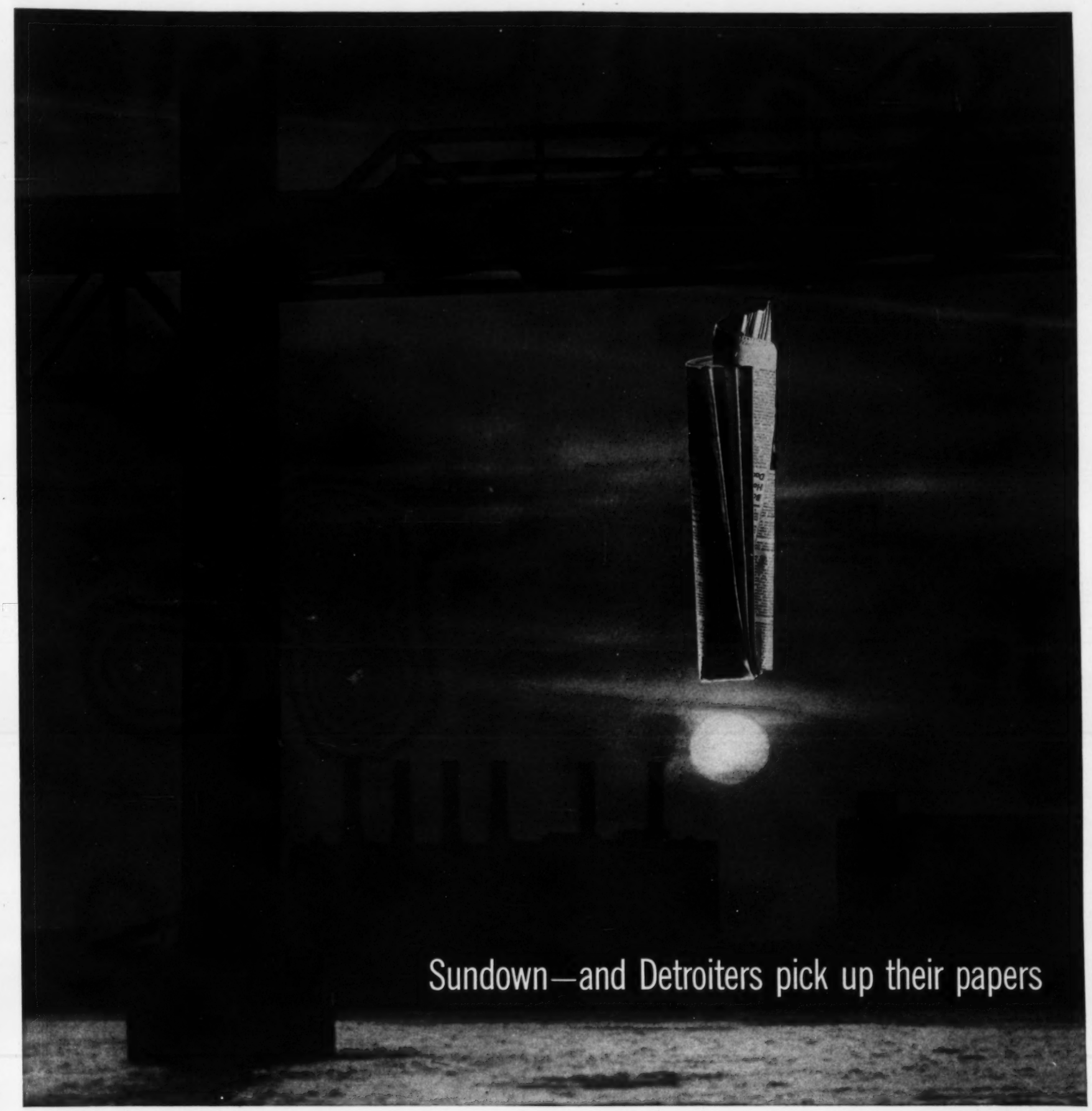
More than 95,000 families are regular subscribers to The Flint Journal. Their Consumer Spendable Income is $680,529,000* and they like advertising in newspapers. Establish your brand and increase its acceptance through newspaper advertising . . . there is no better way . . . and none more reasonable.

*Source: SRDS Nov. 15, 1959

THE FLINT JOURNAL

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper



Total metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

Only with both Detroit evening papers do you get 70.5% of the metropolitan-area families—and at the lowest combination rate! Even more impressive: 234,333 families in the metropolitan area read the TIMES exclusively (130,889 more than Detroit's morning paper). And 83% of the metropolitan-area families who read the TIMES get home delivery! Clearly enough, selling potential customers through the TIMES is a habit worth cultivating.

KEEP YOUR EYE ON THE TIMES **Detroit Times**

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

Elks Magazine readers again lead more Starch Report classifications than the readers of any other men's magazine surveyed.

Elks lead in income and occupational status... travel and apparel... auto and home ownership. This leadership means a top opportunity to sell products for business, home and personal use.

To reach Elks, advertise in their own magazine—it's the best way to sell the #1* men's market.

*1959 Starch Report... ask your local ELKS Representative to show you a copy.

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

YOU MAY NOT BE ONE OF THE SMITHS*—

BUT... On WKZO-TV You'll Meet The Smiths, Joneses And Everyone Else In Kalamazoo-Grand Rapids!

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(November, 1959)
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
9 a.m.-Noon	57,000	29,300	66%	34%
Noon-3 p.m.	72,100	38,900	65%	35%
3 p.m.-6 p.m.	62,100	43,600	58%	42%
Sun. thru Sat.				
6 p.m.-9 p.m.	141,600	81,300	63%	37%
9 p.m.-Midnight	117,800	62,400	65%	35%

Whatever their names, more people in Kalamazoo-Grand Rapids listen to WKZO-TV than to any other station.

WKZO-TV delivers more homes than Station 'B' in 398 of 450 competitive quarter hours surveyed, Sunday through Saturday (see NSI Survey, at left). And ARB (April 17-May 14, 1959) also gives WKZO-TV an overwhelming lead in popularity—No. 1 spot in 74.6% of all quarter hours surveyed.

That's the story on WKZO-TV. If you want all the *rest* of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule.

*Smith is the most common name in the U.S., borne by approximately 1,504,000 persons.

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV
100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

"Viva Madison Avenue," the novel by **George Panetta,** Young & Rubicam copywriter, opens as a Broadway play April 6 at the Longacre Theater with Buddy Hackett, Fred Clark and Marty Balsan playing the leads . . .

"The Long White Cloud," authored by **Ray Mount Rogers,** copywriter at BBDO, San Francisco, was just published by Dodd, Mead & Co. The novel is set in New Zealand around the turn of the century . . .

Wedding bells: **Sallie Lea Whitney,** writer, and Artist **George Jorgensen,** both with Wade Advertising, Chicago, were married at the Sky Chapel of the Chicago Temple Feb. 6. **Robert LaRue,** of LaRue, Cleveland Inc., Detroit, and **Patricia Kelley** were married Feb. 20 in Detroit and honeymooned in Jamaica. **Gene Tashoff,** copywriter at Lawrence Fertig, New York, and **Sandra Green,** circulation department, *McCall's,* were wed March 6 . . .

Phil Lewis, general sales manager of WCCO-Radio, Minneapolis-St. Paul, is the proud father of an 8 lb., 13 oz. boy, Thomas, born Feb. 15 . . . **David R. Daniel,** publisher of the *Times,* Hartford, is a grandfather again, with the birth of a third boy to son and daughter-in-law, Mr. and Mrs. D. Ronald Daniel . . . "In keeping with the times, there has been a small Price increase," reads the birth announcement from **Ken** and **Donna Kay Price.** Father is vp of Doherty, Clifford, Steers & Shenfield; mother is formerly of J. Walter Thompson. Their first child, Darcy Lee, arrived Feb. 6 . . . A son was born Feb. 23 to Mr. and Mrs. **Robert Biernacki.** Father is account exec with Radio-TV Representatives Inc., New York . . .

HEADING HOME—*Edward N. Nishikawa (right), managing director of Japan Canned Crab Sales, Tokyo, receives an engraved desk set from Irwin A. Vladimir, chairman of the board of Gotham-Vladimir Advertising, at a testimonial luncheon at the Advertising Club of New York. Mr. Nishikawa, who has been in New York for over two years, returns to Japan this month.*

John A. Cairns, president of Anderson & Cairns, and **Jerome Melum,** account exec, are back from a European junket . . . **Robert Gruskay,** account exec at WNBC-TV, West Hartford, Conn., has a new bride: Hedda Gulden. They honeymooned in Puerto Rico . . .

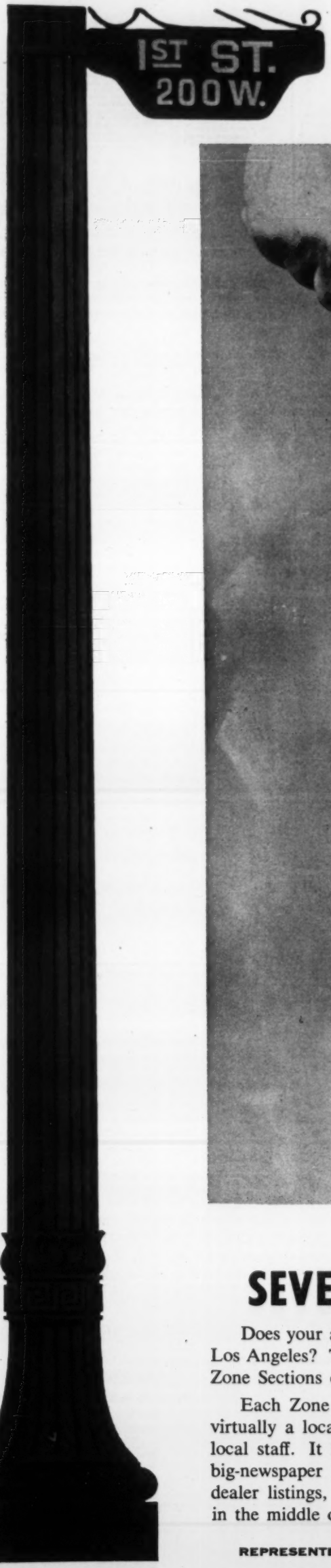
Walter W. Swertfager, with the sales promotion department of Sinclair Refining, has been elected president of the St. Lawrence University Alumni Club of Westchester . . .

The first Advertising & Publishing Lunch-O-Ree to help the Greater New York Councils Boy Scouts will be held March 31 with **G. Montagu Miller,** Y&R vp, serving as chairman. Co-chairmen are **W. Harold O'Connell,** account representative of J. Walter Thompson, **Keith W. Morris** of *Sports Illustrated,* and **Felix W. Coste,** president of Outdoor Advertising Inc. . .

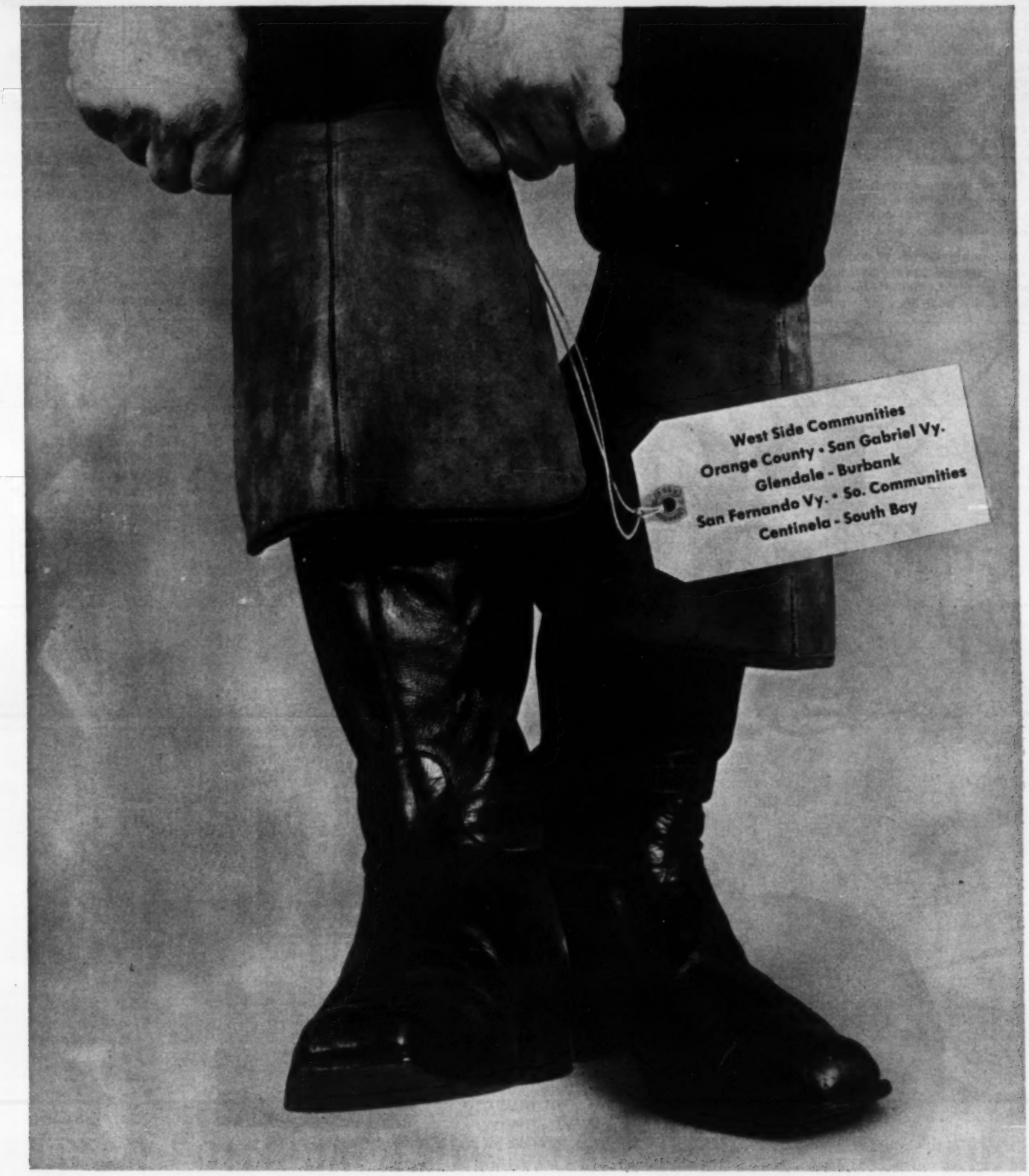
Social notes from Caracas: One of the main topics of conversation at the Caracas convention of the International Advertising Assn. was high prices. Delegates found right from the start (it costs $10 to taxi from the airport to any hotel) that Caracas' reputation as the most expensive city in the world is well-deserved . . . **Allen Reffler,** eastern ad director of *Life,* moaned at having to pay $18 to go to the bullfights—and they were poor ones, at that, he reported . . . Scotch: $15 or $20 a bottle . . . Significantly, very few delegates brought their wives, although **Sylvan Barnet,** Barnet & Reef, New York, did bring his . . . The high prices didn't stop **Arturo J. Jesurun,** Curacao distributor and adman, from generously picking up what must have been a hefty tab at a dinner attended, among others, by **Elmo C. (Bud) Wilson,** International Research Associates, **Bernard Rome,** Rome Research, and the three *Vision* delegates—**Art Whitcomb,** dapper **Erik Nielsen** and **Virginia Moore** . . . **C. R. (Bob) Devine,** international ad director of *Reader's Digest,* was scheduled to attend but at the last minute got married instead to Mrs. Cynthia Haynes Kiser, and went off to Europe to honeymoon . . . *Digest* sent **Pierre de Lussigny** as a replacement . . . Another last-minute cancelee was **George Kendall,** international ad director of General Electric . . .

The International Advertising Assn. has named **Shirley Woodel** as the 1960 winner of the IAA annual award. Mr. Woodel was vp of J. Walter Thompson until his recent retirement . . .

Campaigners: **Fairfax Cone,** chairman of the executive committee of Foote, Cone & Belding, is at the helm of the 1960 Crusade of Mercy Chicago drive. **James F. Chambers Jr.,** exec vp and general manager of the *Dallas Times Herald,* is chairman of the 1960 Community Chest campaign in Dallas . . .



First is where you find The Times


West Side Communities
Orange County • San Gabriel Vy.
Glendale - Burbank
San Fernando Vy. • So. Communities
Centinela - South Bay

Only on First Street in Los Angeles can you find

SEVEN-ZONE BOOTS FOR YOUR ADVERTISING

Does your advertising need to take a giant step in Los Angeles? There's one made to order in the seven Zone Sections of the Sunday Los Angeles Times.

Each Zone Section has community interest—it's virtually a local newspaper, written and edited by a local staff. It has thorough local coverage . . . and big-newspaper prestige. Perfect for neighborhood dealer listings, or for carving yourself a test market in the middle of America's second biggest market.

Take any number of Zone Sections up to seven—or all, if you like. Just decide where you want the most impact. Then, for complete information, contact: Market Research Dept., Los Angeles Times, Los Angeles 53, California.

Got your First Street boots on?

First in the nation's No. 2 market

LOS ANGELES TIMES

REPRESENTED BY CRESMER AND WOODWARD. NEW YORK. CHICAGO. DETROIT. ATLANTA AND SAN FRANCISCO

Along the Media Path

WPOP, Hartford, has moved its executive offices and broadcasting facilities from the Shelbourne Bldg. to the Capitol National Bank Bldg.

• **Walla Walla Union-Bulletin** published its 35th annual progress edition Feb. 21. The edition, consisting of 13 sections and 212 pages, also marked the 50th anniversary of the purchase of the *Bulletin* by J. G. Kelly, now chairman of the board.

• **La Tribune**, French-language newspaper, is presently marking its 50th year of publication at Sherbrooke, Que.

• An analysis of 17,000,000 requests for editorial booklets offered by the **Ladies' Home Journal** during the past 30 years indicates that American women are most interested in fashion, entertainment, beauty and child care information in that order.

• **La Prensa**, Buenos Aires, will publish a special issue May 22, to mark the 150th anniversary of the Revolucion de Mayo which severed Argentina's ties with Spain.

• **New York Herald Tribune** published its 27th annual world travel guide in its March 6 edition. Included in the section was information on ship and plane service, and guidance on where to go, how to get there, and what to see.

• **Montreal Gazette** will publish its third annual spring fashion supplement as part of its regular edition March 29. The separate 12-page section will cover both the local and international spring fashion picture and will feature an opening page in color.

REDISCOVER FOOTBALL
BY WEEI-CBS-RADIO
SON, DID YOU KNOW THAT THE FIRST FOOTBALL CLUB IN THE U.S. STARTED RIGHT HERE IN BOSTON. I SAW A PLAQUE TODAY ON BOYLSTON PLACE. IT READS, "ON THIS FIELD THE ONEIDA CLUB OF BOSTON PLAYED AGAINST ALL COMERS FROM 1862 TO 1865"
THE ONEIDA GOAL WAS NEVER CROSSED." THEY DIDN'T WORRY ABOUT THE RULES, AND THE FIRST TEAM TO MAKE TWO GOALS WAS THE WINNER. BUT THERE WERE NO TIME-OUTS AND THE GAME WENT ON WITHOUT INTERRUPTION UNTIL A TEAM SCORED TWICE. ONE GAME AGAINST LATIN SCHOOL WENT 2 HOURS AND 47 MINUTES
IN 1862 THEY PLAYED BOSTON ENGLISH AND LATIN SCHOOLS TOGETHER, AND THE BALL FROM THAT GAME IS ON DISPLAY AT THE MUSEUM OF N.H. ANTIQUITIES.
WILL I KNOW AS MUCH AS YOU WHEN I GET TO BE AN OLD MAN, DAD?
MAYBE EVEN SOONER IF YOU DO WELL IN SCHOOL, READ THE RIGHT BOOKS, AND LISTEN TO THE RADIO ONCE IN AWHILE. LET'S TUNE IN FRED CUSICK ON WEEI NOW. HE HAS A GREAT SPORTS PROGRAM EVERY NIGHT FROM THE CLUB HOUSE RESTAURANT AT THE KENMORE HOTEL. AT 6:15. WE OUGHT TO SEE HIM IN PERSON SOME NIGHT.
AND STAY TUNED TO WEEI FOR MORE GREAT SPORTS PROGRAMS LIKE SPORTS TODAY AT 6:55 PM, SPORTS TIME AT 6:47 PM AND OUTDOOR SPORTS AT 11:30 PM AND FRED COYE EVERY SATURDAY AT 6:35 P.M.

REDISCOVER—*WEEI, Boston, is using comic strip ads which tell a story of New England places, events, or individuals from early Colonial days to the present time, as part of its 1960 audience promotion campaign, under the theme, "Rediscover real radio." Backing the promotion will be 100 three-color one-sheet posters on monthly display in subway locations, alternate-week three-color taxi posters on the Checker cab fleet, tow planes, mailing pieces, and station announcements. The comic strip advertisements will appear in the Boston Globe and Herald-Traveler.*

• National grand award winners of **Redbook's** 1960 shopping center achievement awards were Mondawmin, Baltimore, tied with Hillsdale, San Mateo, Cal., in the regional shopping center class; Brentwood, Denver, community shopping center class; and Westgate, Lima, O., neighborhood shopping center class.

• **Assn. of Newspaper Classified Advertising Managers** presented to R. H. Macy & Co. a plaque characterizing the company as "a great and successful nationwide organization, including the largest store in the world. In recognition of the first advertising appearance of the famed Macy's star in a *New York Times* want ad Sept. 22, 1872."

• Full details, including display photographs, are contained in a descriptive brochure on **Good Housekeeping's** "X Marks the Spotlight" beauty and health display promotion with 22 prominent drug chains. Copies of the brochure are available from Ange Fiorini, drug merchandising manager, *Good Housekeeping*, 959 8th Ave., New York 19.

• American Dairy Assn. will present its "Distinguished Service Award" to the **Olsen Publishing Co.**, Milwaukee, in recognition of its "dairy industry leadership," at the annual meeting of ADA in Chicago March 23-24.

• Savings & Loan Foundation will run a 12-page advertising section in the April issue of **Coronet.**

• After nine months of operation, **K-EZY**, Anaheim, Cal., has become the first Orange County station to begin broadcasting on a full 24-hour schedule.

• **McCall's** has opened a new, fully equipped beauty clinic to evaluate beauty products—both new and established—for their over-all performance, quality and service.

• **Harper's Bazaar's** latest promotion piece, entitled "Fashion's Smartest Reflections," is a triangular cardboard lined with aluminum to catch the rays of the sun. The outside cover is a pictorial reproduction of *Bazaar's* covers.

• **KTUL**, Tulsa, has launched a year-round safe driving campaign. Working with Consumers Oil Co., KTUL has designed a bumper sticker, which, with an official safe driver identification card, will be available to motorists.

• **Detroit Times** will present an

POINT OF SALE ADVERTISING

*

THE FASTEST ROUTE FOR YOUR PRODUCT TO THE CASH REGISTER

I W's 53 years of pioneering in the field of indoor and outdoor point-of-sale advertising offers the ultimate in graphic arts services, with two large plants, a top staff of creative designers, merchandising specialists; research, market testing, letterpress, offset lithography, screen process, cardboard, plastics and semi-permanent materials.

NOW more than ever, it will pay you to CALL OR WRITE

INLAND MAGILL WEINSHEIMER CORP.
DESIGNERS AND PRODUCERS OF PRINTED MERCHANDISING AIDS
PRINTERS AND LITHOGRAPHERS

4545 TOUHY AVE., LINCOLNWOOD, CHICAGO 46, ILL. • IRVING 8-5500

* Reproduction by courtesy RALSTON PURINA

MINIATURE SCALE MODELS

of office, factory and apartment buildings, accurately detailed interior and exteriors.

Models for Interior Decorators and Museums. Diorama Displays for Advertising and Public Relations Promotions.

JOHN H. WELLS & ASSOCIATES
75 East Wacker Drive • Chicago 1, Illinois — DE 2-6033

Write for Folder

#7 **triumphs of an advertising decision maker**

HE HARNESSED AN EDITORIAL TAILWIND TO HIS CLIENT'S ADS

He deserves to be flying high! For he realized that the exceptionally talented editing of Special Interest Magazines creates a climate of desire in which advertising thrives. This editorial tailwind put his client's sales far ahead of estimated totals—so he's Head Dispatcher from this day forth!

HEARST magazines

13 keys to the special interests of 13 groups of people • • • American Druggist Bride & Home • Cosmopolitan • Good Housekeeping • Harper's Bazaar • House Beautiful • Motor Boating Motor • New Medical Materia • Popular Mechanics • Science Digest • Sports Afield • Town & Country

2 SEPARATE NEWSPAPERS

1 LOW RATE BUYS BOTH

NOW BUY A KING SIZE MARKET

182,700 FAMILIES
24 Counties in West Texas and New Mexico.

The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening
104,020 CIRCULATION

EL PASO . . . CAPITAL CITY OF THE FABULOUS SOUTHWEST

hour-long style show on WXYZ-TV, Detroit, on March 15, and the following day will publish a special "Fashion Fanfare" section featuring pictures and stories on Easter and spring-into-summer fashions chosen from more than 50 Detroit stores.

• **WPIX**, New York, reports it achieved a 49.7 average rating and a 60.1% share for its Feb. 25 hour-long documentary spectacular telecast, "The Secret Life of Adolph Hitler."

• Charlotte Advertising Club, Charlotte, N. C., awarding four first place honors in different categories to **WBT**, Charlotte, cited the station for "creating consistently outstanding, imaginative and resultful advertising and for establishing a high standard of quality and leadership."

• **Taylor Daily Press** and **Times**, Taylor, Tex., has reduced its columns from nine to eight and its page width from 16¾" to 14 15/16".

• **KARM**, Fresno, Cal., introduced its new musical format to 88 agencies and clients by flying them to "An Evening in Las Vegas" for a presentation on Feb. 22. The new format, which began Feb. 28, features 15 minutes of uninterrupted music, with commercials every quarter hour. No rock and roll music will be aired.

• Lucia Lewis, travel editor of the **Chicago Daily News**, has been selected for the Mark Twain award for the best single travel article of 1959, her fifth Mark Twain award since 1956. The awards are given annually by Pan American World Airways. Other travel editors honored were William J. Trepagnier, editor of *Michigan Motor News*, who won the Frank J. Cipriani Memorial Plaque for a series on Hawaii; Paul McMahon, *Milwaukee Journal*, an award for the best travel series, and Len Barnes, *Michigan Motor News*, best public service article.

• **WNDU-TV**, University of Notre Dame station, South Bend, Ind., reports that findings of a recent survey show that uhf conversion in the all uhf South Bend-Elkhart market area is reaching saturation proportions.

• P. Lorillard Co. ran a four-color gatefold ad in the pre-convention April issue of **NATD Co-Ordinator**, published by the National Assn. of Tobacco Distributors. The 596-page issue contains articles on how various advertising programs work—via outdoor posters, radio, newspapers, magazines, etc., plus articles on pleasure products, why people smoke, eat candy, chew gum, etc. An editorial in the issue tells of the *Co-Ordinator* introducing the first advertising gatefold.

• **Everywoman's Family Circle** and *Woman's Day* have joined forces to prepare a "customer computer," originally designed for use by Bristol-Myers salesmen. The computer lists, by trading areas, dollar sales volume of health and beauty aids in grocery stores; individual circulations of the two publications, plus combined circulation; percentage of family coverage by the magazines in each market; major food chains served by them, and estimated percentage of sales by these food chains in each market.

• **Plant Engineering** has signed up as a sustaining member of the Illuminating Engineering Society Research Institute. Published by Technical Publishing Co., Barrington, Ill., the magazine is the first technical trade publication to support the IESRI.

• **Department of New Laurels:**

Classified advertising in the **Montreal Star** totaled 9,496,824 lines in 1959.

Vogue registered a gain of 37 advertising pages in the first quarter, with pages increasing from 430 in 1959 to 467 in 1960.

Advertising pages increased from 421 in the first quarter of 1959 to 576 pages in the first quarter, 1960, **House & Home** reports.

The 1960 spring-summer edition of **House Beautiful's Building Manual** gained 15.2% in advertising pages over the 1959 edition, with pages totaling 150, compared to 130.3 pages in the 1959 spring-summer issue.

The Caribbean edition of **Selecciones del Reader's Digest** reports advertising volume for the first five months of 1960 came to 315½ pages, a 22% increase over the 258½ pages carried in the same period in 1959.

Kiwanis Magazine reports advertising revenue for 1959 of $41,906, a 19.7% gain over the previous year's high of $35,001. #

Cincinnati, Ohio
December 7th, 1959

Sports Director
Radio Station - WDAF,
Kansas City, Mo.

Dear Sir:

My husband and I are planning on moving to the Kansas City area early this spring to make our home and we are wondering if you would be kind enough to send us a listing of all the towns who get the radio broadcast of your Kansas City Athletics ball games.

We are not planning on locating in Kansas City proper, and that is the reason for our wanting to know just what towns outside do get the broadcast.

We are of middle age and "sort of retired" so we can locate just about any place we like, and knowing what cities do get the broadcast will have quite a bearing on our final decision.

We are very enthusiastic sports fans, and of course, mostly interested in base ball.

We have been here for the past several seasons and are getting a little bored with the Cincinnati Reds and their broadcasts!!!

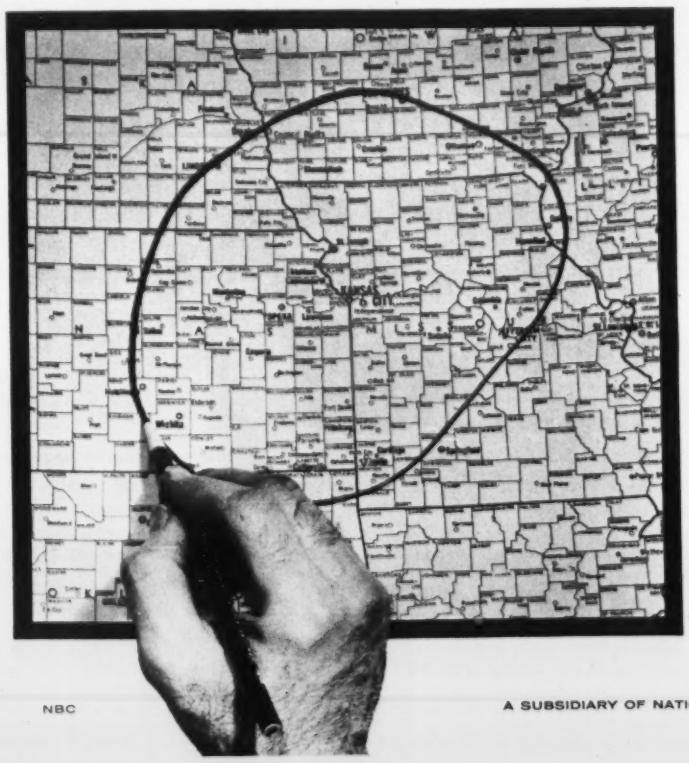
Thanking you so very much for your courtesy, I am,

Respectfully,

Mrs. C. E. Hubert

Mrs. C. E. Hubert,
3762 Reading Road, Apt. #3,
Cincinnati 29, Ohio

"Dear Mrs. Hubert: Anywhere in this circle will be fine!"



☐ Yes, Mrs. Hubert, we're delighted to report that you can hear the Athletics' broadcasts . . . CLEARLY . . . anywhere within the big circle shown on this map. As you can see, it leaves you and Mr. Hubert with a great deal of latitude as to where you can settle . . . an average radius of about two hundred miles (day and night), in fact. ☐ Thanks a million for asking. Without your help, we might have forgotten to remind folks of WDAF's tremendous area coverage when the baseball season opens next month. ☐

Represented by
HENRY I. CHRISTAL CO., INC.

WDAF 610 KANSAS CITY, MO.

NBC

A SUBSIDIARY OF NATIONAL THEATRES AND TELEVISION, INC.

Last year, The Seattle Times ran over ONE MILLION CLASSIFIED ADS, *becoming the only newspaper in this area ever to join the 27 leading United States newspapers running a million or more classified ads in one year.*

CONCENTRATION

95.6% of The Seattle Times circulation is *concentrated* within the busy six-county Seattle Retail Trading Zone. Advertisers recognize that this strong *concentration* of readers within buying distance creates greater sales!

P.S. to Space Buyers:
Last year The Seattle Times ran 55% more linage in all classifications combined than the second newspaper—a lead of 11,363,030 lines!
(1959 Media Records)

The Seattle Times

Represented by O'Mara & Ormsbee, Inc.—New York, Detroit, Chicago, Los Angeles and San Francisco.

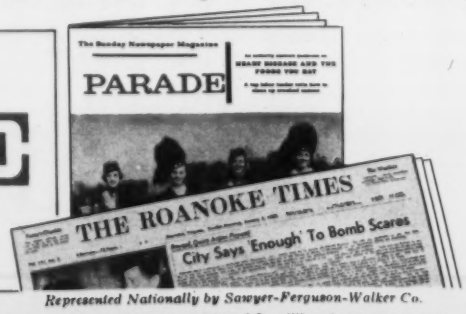
WANT MORE CUSTOMERS IN ROANOKE...

Per cent of families reached

S.E.P.	12%
LIFE	14%
LOOK	15%
READER'S DIGEST	27%
PARADE (METROPOLITAN COUNTY AREA)	97%

The things people of Roanoke read about in the **ROANOKE TIMES** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

PARADE
THE SUNDAY NEWSPAPER MAGAZINE



Represented Nationally by Sawyer-Ferguson-Walker Co.

PARADE...The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

Erlick Treyz Barry Bradshaw

SELLING IS EASY AS ABC—*Oliver Treyz, president at ABC-TV, discusses "The Chemistry of Successful Selling" presentation with three Young & Rubicam vps—Everett Erlick, Charles Barry and David Bradshaw. More than 1,000 advertising and agency executives were at New York's Waldorf-Astoria for the network's annual presentation.*

West-Holliday Shifts 15 Execs in Sales Revamp

SAN FRANCISCO, March 9—John W. Fitting Jr., manager of West-Holliday Co.'s Portland office for the past nine years, will be transferred to its San Francisco headquarters as western sales manager April 1, as part of a general realignment of sales personnel within the newspaper representative company.

Malcolm C. Smith has been appointed eastern sales manager, with headquarters in New York. He has been with West-Holliday for 23 years and has worked, at various times, in seven of the company's eight offices.

John Howk, a 19-year veteran with the company, will be midwestern sales manager, supervising Chicago and Denver.

Succeeding Mr. Fitting in Portland will be James E. Delhousaye. He will move from the Los Angeles office, where he has been sales account executive for the past 10 years. Named assistant Portland manager is Stan White, a sales account executive in Portland for four years.

New York sales manager will be H. A. Lessersohn, who has served with West-Holliday for 27 years.

Other appointments, all effective April 1:

- Los Angeles: Tom Foley, 32-year veteran, named Southern California sales manager. Assistant sales manager, Clifford Pierson, a Los Angeles account executive for 10 years.
- San Francisco: Paul West Jr. named Northern California sales manager. He has been with West-Holliday 29 years. Kenneth J. Beaver, 10 years with the company, was named assistant.
- Denver: M. D. Townsend, 18-year veteran with the company, will be Rocky Mountain sales manager. Albert D. Ross, an 11-year employe, will be assistant.
- Seattle: James E. Thomson will continue as northwest sales manager. Designated as assistant Seattle sales manger is Robert M. Smith, who joined West-Holliday four years ago.
- New assistant Chicago sales manager is Ray E. Turnquist, 12 years with the company. #

Orange-Crush Alters Name

Orange-Crush Co., Evanston, Ill., has changed its name to Crush International.

Daniel Sullivan Reports Record Agency, Client Year

Daniel F. Sullivan Co., Boston, has reported "the best 12-month period in its 20-year history, with more than 12 new accounts added during 1959, plus a 20% average sales increase for its clients." New accounts included Metropolitan Chrysler Dealers Assn.; Timely Brands Inc.; Plymouth Rock Gelatine Co.; West Paint & Varnish; G. D. Mathews & Sons; American Copper Sponge Co. and the Brockton Fair.

Sullivan also said that Clicquot Club Beverage Co., a client, reported a sales increase of 31% in five months, with its canned beverages up 217%. Another client, Emerson Rug Co., reported a 54% sales increase.

Hearst Names Paulsen, Lindner

Richard B. Paulsen, formerly on the advertising staff of the *San Francisco Examiner*, has joined Hearst Advertising Service, San Francisco, as an account executive to handle financial and publication advertising. At the same time, Dudley Lindner has been named director of the sales planning division for the Pacific Coast for Hearst Advertising Service. Mr. Lindner has been with the organization 18 years.

Connecticut's BIGGEST
Household Market for Lumber, Building and Hardware

Yes! New London ranks *first* among all Connecticut cities of 25,000 or over in sales per household of lumber, hardware, and building materials. The average? A big $510 per household!* Reach 98% of this 66,547 ABC City Zone in The Day, New London's only local daily!

*SM '59 Survey

The Day
NEW LONDON, CONNECTICUT
National Representatives: JOHNSON, KENT, GAVIN & SINDING, INC.

Playing the percentages:

(or the art of successful TV sponsorship)

	Score for prime time half-hours*	
	1st or 2nd place	3rd place
ABC-TV	29	6
NET Y	29	6
NET Z	12	23

*SOURCE: NATIONAL NIELSEN REPORT, 2 WEEKS ENDING FEB. 7, 1960, SUN.—SAT., 8-10:30 PM, AVG. AUDIENCE PER MIN.

The smart money in TV rides the winners—shows that show up first or second consistently in share of audience. As the figures show, you've got 5 out of 6 chances of picking a winner when your money goes on ABC or Net Y—it's a toss-up between them—but only 2 out of 6 chances on Net Z. And the figures themselves are most significant... being taken from a national Nielsen at the season's peak viewing period. (What isn't a toss-up is ABC's edge in younger homes, with growing, consuming families. And ABC's lead in cost efficiency: $2.88 per M.) **ABC TELEVISION** abc

Worth looking at...Remarkable

ROCKFORD

AT THE **TOP** IN ILLINOIS

If you want to see a sharp upsurge in your sales, look at Remarkable Rockford. First again, outside Chicago, in total retail sales. Second only to Chicago in population too, and still the fastest growing metropolitan area in the state. To get your full share of this rich, fast-growing, top market, advertise in the pages of the only media that give you total coverage of the whole market . . . the Rockford Morning Star and the Rockford Register-Republic.

ROCKFORD MORNING STAR Rockford Register-Republic

Harold Fellows, 60, NAB Head, Broadcast Executive, Is Dead

WASHINGTON, March 9—Harold E. Fellows, the spokesman for the broadcasting industry during its stormiest period, died here yesterday of a coronary occlusion. The president and chairman of the board of the National Assn. of Broadcasters would have been 61 years old March 22.

Harold E. Fellows

Mr. Fellows was taken ill at the NAB offices in the early afternoon. He died a few hours later at George Washington University Hospital.

A native New Englander, Mr. Fellows was director of the New England operations of CBS and general manager of WEEI, Boston, in 1951, when he was named president and general manager of what was then called the National Assn. of Radio & Television Broadcasters. Three years later he also was appointed chairman of the broadcasters' group which has since re-assumed its old name, NAB.

■ Throughout his career, Mr. Fellows was a champion of self regulation for radio and tv, as opposed to increased government control. His tenure in office saw the advent of a tv code for self regulation and an ensuing policy that has given the document increased stature.

The NAB president had repeatedly warned broadcasters in recent years of the dangers in accepting hard liquor advertising. On the other hand, in 1954 he told the broadcasting business that it would be under attack for its beer and wine commercials, but that it had every right to have them, and that to yield to "dry" pressure on their acceptance would lead to further pressure to drop other classifications.

Early this year Mr. Fellows was among the industry witnesses who testified at the FCC hearings on programming and advertising problems. He was to have presided over a three-day series of board meetings here this week.

Born in Amesbury, Mass., Mr. Fellows was educated at Haverhill High School, New York University and Burdett College, a business management school. He served with the Marines in World War I.

■ Like many early broadcasting executives, he came into radio by way of the performing route. After the war, there was a stint with a cold storage company in Haverhill. By the late 1920s he was working with Harry M. Frost Advertising Agency, in Boston. In those same youthful years he doubled as a vaudeville performer, "with one night stands as his spare time job," as one old friend put it. He was a singer and master of ceremonies.

As radio director of the Frost agency, he came up with a paint company sponsor for a show on WEEI in 1929. Under the name of Bobby Banks, he was the featured performer on this program, mixing talk and songs.

■ Three years later he became commercial manager of WEEI. In 1936 he moved up to general manager of the station. NAB turned to Mr. Fellows in Boston 15 years later, when they were looking for a successor to the veteran association president, Judge Justin Miller.

Mr. Fellows was active in innumerable charity, government, advertising, business and international groups, as director, chairman, or committee member. #

Swartz Adds Bendix Duties

Bendix Aviation Corp., South Bend, Ind., has named Lester L. Swartz, supervisor of exhibit and show operations, to the additional post of advertising manager of its Bendix products division. Mr. Swartz succeeds Ralph G. Caletri, who has resigned.

'Defender' Moves

The *Chicago Daily Defender* has completed moving to a new plant at 2400 S. Michigan Ave. The move is part of a $1,000,000 expansion program for the newspaper.

"Brevity is the soul of wit-and tediousness the limbs and outward flourishes" HAMLET 2:3

It pays to be tedious when you're paid by the word, as in some journals. But we pay our editors:

—To cut words out;

—To use big pictures and short words;

—To say as much as possible on the "glance level" . . . photos, diagrams, charts, type display;

—To let a reader see—quickly—what's for him, what's for others.

When editorial loses outward flourishes, the advertiser gains something precious: *readers with the time and inclination to pursue ideas in his advertising.*

SIMMONS-BOARDMAN, 30 Church St., New York 7.

You get wide awake readers with Simmons-Boardman **Time-Saver** *magazines*

MISSILE ROCKET BALL POINT PEN

Make Your Sales Message a Perfect "Shoot"

A Perfect Miniature Rocket

YOUR MESSAGE HERE

New, different, exclusive, low cost. Write for quantity prices today.

R-W CORPORATION

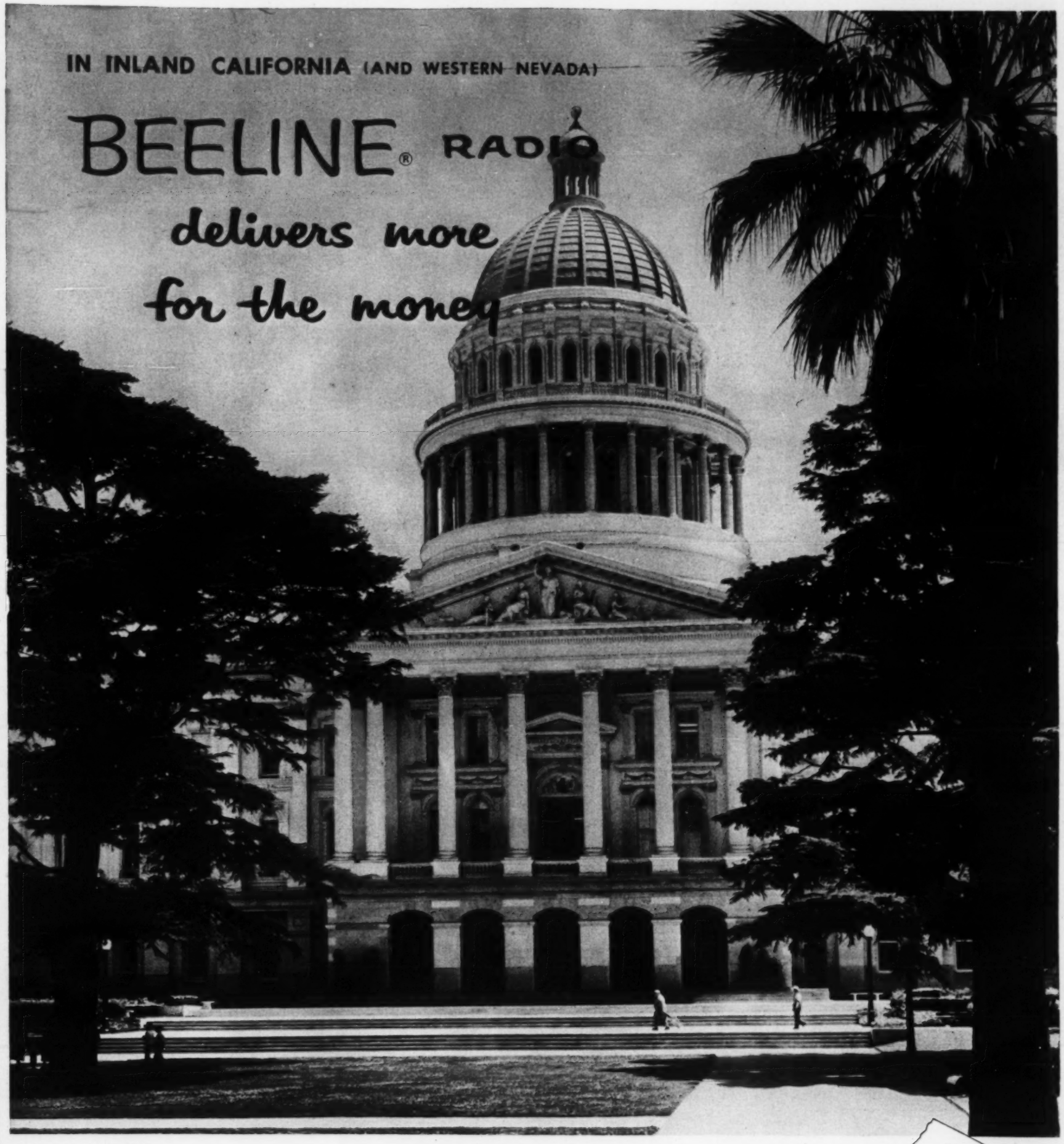
22849 Ventura Boulevard

Woodland Hills, California

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money



California's Capitol

Free-spending Californians and Nevadans are clustered thick in Beeline station broadcast areas. For example, KFBK is located in the heart of the metropolitan Sacramento Market which ranks 9th nationally in retail sales per household and 43rd in total retail sales. National ranking for total food sales is 39th and total drug sales is 49th (SRDS)

The city of Sacramento is the capital of California. It is also the center of an area having huge, diversified food-canning, industrial, dairying and agricultural activity plus several very large military establishments.

As a group, Beeline stations give you more radio homes than any combination of competitive stations — at by far the lowest cost per thousand (Nielsen & SR&D)

**Sales Management's 1959 Survey of Buying Power*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

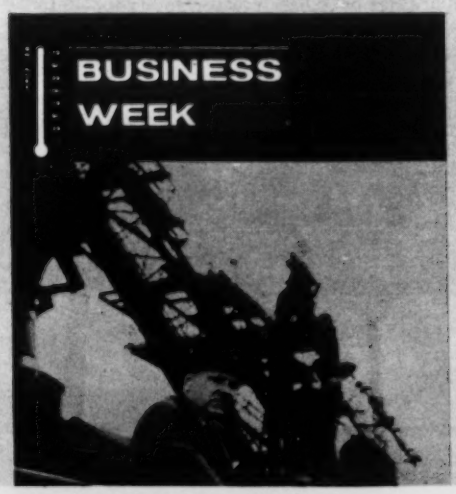
To find the needle

The natural magnetism of news coverage—even *business* news coverage—attracts all kinds of people: doctor, housewife, drugstore clerk. Yet the business advertiser is seeking the rare but profitable *management* contact. This is how Business Week helps that advertiser:

Business Week goes a step further than any other general, general-business, or news publication: Every subscriber is asked for name, title, company. With few exceptions, *non*-management applicants are *refused*, at the rate of 11,000 a year. This policy produces a 91% management circulation.

in the haystack...

To the natural *attraction* of all-business content, Business Week adds deliberate circulation *selection*. Result: greatest management readership per advertising dollar.



A McGraw-Hill Magazine

You advertise in Business Week when you want to influence management men.

Ads Boost Sales of Washington Apples 32%, of All Apples 20%, 5-City Test Study Shows

YAKIMA, March 8—A test promotion for Washington apples boosted sales by as much as 32%, a project conducted by the Department of Agriculture with the cooperation of the Washington State Apple Commission shows.

The study was undertaken during the first five months of 1959 in six midwestern cities: Lincoln, Topeka, Springfield, Joplin, Cedar Rapids and Davenport. Preliminary results have been reported at Yakima and Wenatchee by Dr. Peter L. Henderson, who supervised the work. The full report is not expected to be available for about a year.

Data for the test came from 12 stores in each of the six cities, with weekly reports covering (1) total sales of the produce department, sales and prices of apples, oranges and grapefruit by area of origin, plus bananas; (2) the number of customers patronizing the stores; (3) the amount of newspaper and other media advertising sponsored by each store and (4) merchandising practices employed by the stores—the amount of display space devoted to apples and competing fruits, the use of point of purchase materials, and special displays.

■ Three variables were used: (1) Advertising of apples primarily on a health theme, primarily dental health, with both media copy and point of purchase material tied in; (2) an apple-use theme that promoted apples specifically for snacks, pies and other purposes and (3) no advertising. Spot tv was employed in the apple promotion.

"To keep the tests on a practical and objective level," the preliminary report said, "retailers were urged to give the promotional themes only a 'normal' amount of emphasis. At the same time, during non-promotion periods they were asked to promote apples no more nor less than they would under 'normal' circumstances."

The study showed that best results followed the apple use theme, but that sales increased also with the apple health theme, as compared with no promotion.

Sales of Washington apples were 32% higher when the apple use promotion was used and 21% higher when the general health theme was used. In both cases the comparison is with the use of no promotion.

■ The test also disclosed that promotion of Washington apples helped sales of all apples, with a rise for all apples of 20% with the apple use theme and 9% with the general health theme.

The study also showed that changes in the amount of display space devoted to apples, changes in total produce sales and changes in retail prices of apples have a definite correlation to the volume of Washington apples sold.

Average sales of Washington apples per store per four-week period follow: With no promotion, 3,124 lbs.; with the general health theme, 3,776; with the apple use theme, 4,121.

Average display space for Washington apples was 24 sq. ft. per store; for each foot of increased display above this average, sales rose 35.1 lbs. per week. The average price for Washington apples during the test period was 16.9¢ a pound. For each 1¢ retail prices went up, sales dropped by 116 lbs. a week; similarly, for each 1¢ retail prices were cut, sales rose by 116 lbs. a week.

The study also showed that produce department sales rose or fell $1 for each pound of Washington apples that were sold or not sold. Total produce department sales averaged $1,854 per store per week.

Israel Drive Launched

A drive to attract $300,000 000 in private American investment by 1965 has been launched by the newly-established Israel Investment Authority, New York. Other offices have been opened in Philadelphia, Boston, Cleveland, Los Angeles, Chicago and Miami; in a few weeks, still another will open in Dallas. Initial promotion will be through a public relations program plus some direct mail. The authority has no advertising agency and is not seeking one at this time. Shimon Horn heads the organization, located at 250 W. 57th St., New York.

Costanzo Joins Allied PR

Anthony M. Costanzo, former public relations director of Fuller & Smith & Ross, has joined Allied Public Relations, New York.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

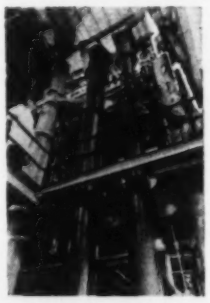
Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

"Monday to Friday..."

for sellers to the Chemical Process Industries



Makers of

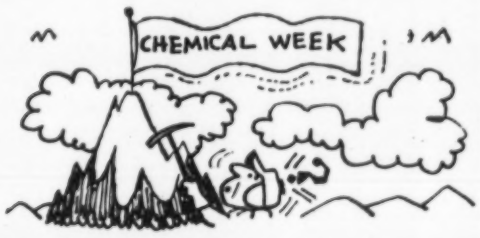
MAINTENANCE EQUIPMENT, MATERIALS AND SUPPLIES...

Attention, Please!

Today in the modern chemical plant, the balance of power has shifted. Maintenance is rapidly replacing operations as the major labor-consumer. The newer, highly-automated plants now find as much as 60% of their labor force here, and even in the average chemical plant with about 20% on maintenance, the norm is highest of any industry.

More specifically, DuPont reports maintenance increases of 125% in wage roll from '40 to '57 and 150% in over-all cost from '46 to '57. Outlays are high as productivity levels usually fall below 50%. One chemical company reports work levels of 40%, another 35% — and these figures are derived by counting as productive, time taken for job planning, sketch making and cleanup afterwards, as well as the actual repair time. The 60% non-productive time is spent traveling to and from the job, waiting for materials, etc.

Right now, we'd say CPI-Management is eager to hear from anyone with ideas on cutting down and controlling maintenance costs.



IT'S WHAT'S UP TOP THAT COUNTS!

At year's end CHEMICAL WEEK circulation hit an all-time high of 43,000. Nothing earth-shaking here if you're strictly a "mass" numbers player. But if you want "class" buying influence, remember this 12-month, 3,000 subscriber gain is among CPI-Management . . . in all functions, *from lab to plant to front office* . . . and at all levels, *from department heads and above.* Remember, too . . . CHEMICAL WEEK is read, preferred and subscribed to *independently* by more management men than any other CPI publication. Ask your own salesman if *real* purchasing power isn't "up top" with CPI-Management. Then ask your CW man to prove we've got it.

HOW TO GET MORE FROM YOUR TRADE-SHOW EXHIBIT

Trade-show managers say lack of know-how by exhibitors results in the waste of many thousands of promotional dollars annually. One chronic reason — after signing the contract, no one does anything until zero hour, a month or so before the show opens. Another common ill is too many exhibitors seem unsure of what they want to accomplish. Here are the experts' tips for future show exhibitors:

• **Develop a trade-show strategy.** Want to attract a great deal of traffic? Or is your aim target customers and prospects? Your goal is the key to booth size and location, equipment display, layout and personnel.

• **Employ a "stage design".** Lighting, groupings of salesmen, 3-D arrangement of elements should pull together to draw visitors.

• **Coordinate advertising, promotion and publicity with the exhibit.** Spark interest in your booth with pre-show promotion, follow up with reprints when the show opens.

Feature new products and ideas, with publicity on hand for visitors and the press.

Burson-Marsteller Names 4

Harold A. Bergen, Robert J. Hartney and Harry Henderson have been appointed account group supervisors in the Chicago office of Burson-Marsteller Associates, public relations company. Mr. Bergen joined the company in 1957, Mr. Hartney has been with the company since 1953, and Mr. Henderson joined a year ago and was formerly manager of communications for Owens-Corning Fiberglas Corp. William H. Rodd has been appointed manager of the company's Pittsburgh office. He was previously an account executive with Ketchum, MacLeod & Grove, Pittsburgh.

Wilson, Haight Adds One

Hamilton-Electrona Inc., New York, an affiliate of both United Aircraft Corp. and Carl Zeiss Foundation, Germany, has appointed Wilson, Haight, Welch & Grover, Hartford, its first agency. Hamilton-Electrona will promote and sell the "electron beam" process, a technique using a controlled high density stream of electrons to change materials physically and chemically in welding, milling and/or drilling.

Nelson Heads Artists Reps

Clyde W. Nelson, formerly an account executive at McCann-Erickson, Chicago, has been named president of Artists Representatives, Chicago. The company, which prepares advertising material and finished artwork, has expanded to include marketing communications-planning and sales merchandising activities.

Continuity Editing Opens

Continuity Editing Co., a new organization to provide broadcast services such as script typing, duplicating, delivery, production expediting and counsel on copy acceptance, has opened at 73 E. Wacker Dr., Chicago. It is headed by Edward H. Sheaffer, formerly director of continuity editing and acceptance at CBS, Chicago.

LaChoy Repeats Refund Offer

LaChoy Food Products, Archbold, O., is repeating its 25¢ refund offer (AA, March 9, '59) to consumers through March and April. It will be featured in b&w ads in 120 major newspapers and color ads in *Everywoman's Family Circle* and *Woman's Day* and in business publications. Maxon Inc., Detroit, is the agency.

Citadel Life to Lampert

Citadel Life Insurance Co., New York, has appointed Lampert Agency, New York, to handle advertising and public relations. A new company, Citadel plans to sell only life insurance for the present. It is headed by M. B. Pomrock, formerly president of an Israel insurance company.

CPI
INVESTMENT
INSURANCE

Total U.S. R & D spending will top $12-billion over a 12-month period in '59-60. Up 250% in 7 years. When you realize that just about 40% of all basic research is "chemical in nature" and some 10-15% is carried on by "strictly CPI" companies . . . well, it's something to contemplate. And it makes chemical process sellers even more thoughtful because R & D is where new products are born – and who innovates more than the CPI? Don't forget – it's today's research that pays off in big plant, equipment and materials spending tomorrow.

DO YOU HAVE THESE
CW MARKETING AIDS?

These recently released research reports will help you know your CPI market better . . . its size, growth potentials, buying influence and specific applications for your products . . .

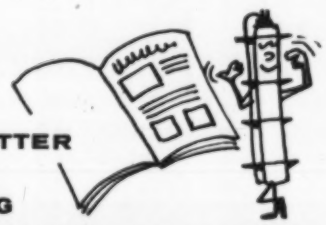
Equipment *(market study)* • Equipment *(The CW Story)* • Plant Site Selection • Heat Exchangers • Protective Coatings *(4 reports)* • Plastic Pipe • Control Systems • Fork Lift Trucks & Front-End Loaders • Pumps • Engineering & Construction • Consulting Engineers *(a directory)* • Computers • Textile Bags • Multiwall Bags • Ethyl Alcohol & Ethyl Chloride • CPI Market for Cans • Fibre Drums • Census of CPI Plants • Markets, Men & Magazine *(CW Fact File)*.

Ask your CW representative or write the magazine's Research Dept. for copies of these reports . . . and if your product isn't listed, ask for *"The Index of Market & Media Research"*

SUCH A COMFORTABLE
CLIMATE FOR SELLING...

Equipment sellers – hear this! We've long said your first sales target was the CPI management man–and the best place to sell him was CHEMICAL WEEK. Now, thanks to you, our job's getting easier. This year 26 brand-new advertisers are using CW to sell equipment with a boost in space of 132 pages *in this category alone.*

Top display gainer in '59, CW is still rolling in '60. The total for the first two months hit 502 pages – up more than 6% over last year and 16% over '58. So, how about it? Next time our representative calls, let him show you what CHEMICAL WEEK can do for you.



TOWARD BETTER
EQUIPMENT
ADVERTISING

Looking for a sure way to catch CPI-Management's attention? Show and prove your product in action. These advertisers did . . . and came up with the three top-scoring equipment ads in Reader Feedback last year.

DOW uses case-history approach to demonstrate merits of its Saran-Lined Pipe. Neither pix nor copy deters from "all-business" tone . . . but CPI-Management read and remembered!

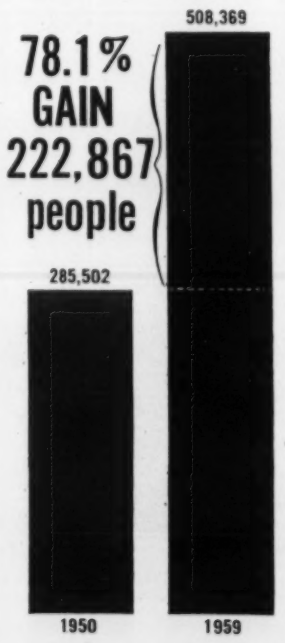
U.S. RUBBER has similar format, here lightened with human-interest angle in plastic-piped Mr. Usco. Again, facts dominate . . . again, product proof is proven performance.

ALCOA in spread-size ad works with several examples showing why "Alcoa aluminum makes a good design habit". Body copy is general – illustrated applications speak out in specifics.

Chemical Week

FEW MAJOR CITY ZONES IN THE NATION HAVE GROWN AS FAST AS LONG BEACH CALIFORNIA

. . . now in the over-half-million population group



Independent
Press-Telegram
Morning Evening Sunday
LONG BEACH, CALIFORNIA
Represented nationally by
RIDDER-JOHNS, INC.
MEMBER METRO COMICS GROUP

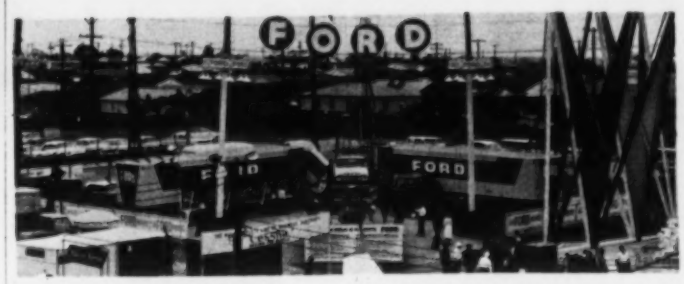
WANT TO SELL FARMERS OVERSEAS?

Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is **World Farming**, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | **WORLD FARMING**

1014 WYANDOTTE ST., KANSAS CITY 5, MO.



FAIRGROUND—*Ford (and tie-in collaborators) creates a country fair atmosphere in its shopping center displays.*

Auto Makes to Emerge Like Spring Flowers as Decorations in Suburbs Shopping Centers

DETROIT, March 9—Shopping centers have opened a new marketing door for the automobile industry, and manufacturers will be participating heavily in this new area of auto display through 1960.

Ford, Chevrolet and Dodge—pioneers in shopping center shows—are convinced of the values of this form of display for two reasons: (1) Shopping center management welcomes the added pulling power of an auto show and charges little, if anything, for space, and (2) the public enjoys viewing the models and receiving information about them without being tagged as a customer.

• Ford began displaying its line at shopping center parking lots in 1957, according to Mott Heath, a company official. The company estimated it had exposed its products to 5,500,000 people in 1959 alone.

• Chevrolet, which makes its shopping center approach on its own, with no effort at promoting other wares of General Motors, has a more elaborate program than ever shaping up this year.

Last year Chevrolet began touring its own portable, air-supported exposition hall—an easily-handled barn-size building that can be moved on a single van. This show will be booked in about 30 of the nation's largest shopping centers this year.

• Dodge reports that nearly 1,000,000 visitors viewed its 1959 shopping center shows at three major Detroit centers alone. It has already taken a display of 1960 models into more than 50 shopping centers, with dealers generally providing the cars and the central office supplying exhibit, performance and engineering units.

■ Mr. Heath said the larger Ford shows, transported in several vans, should be given a 10-day stand in a given major shopping center locality—including two weekends—to get full value for the cost of transportation and maintenance. Such a show has a potential draw of 500,000 viewers, he said. Somewhat smaller units are designed to visit smaller shopping centers for three days only—possibly Thursday, Friday and Saturday—according to Mr. Heath.

The smaller shows, which are less expensive to the company from an operating point of view, may remain in a large city several weeks, but move each week from one neighborhood center to another.

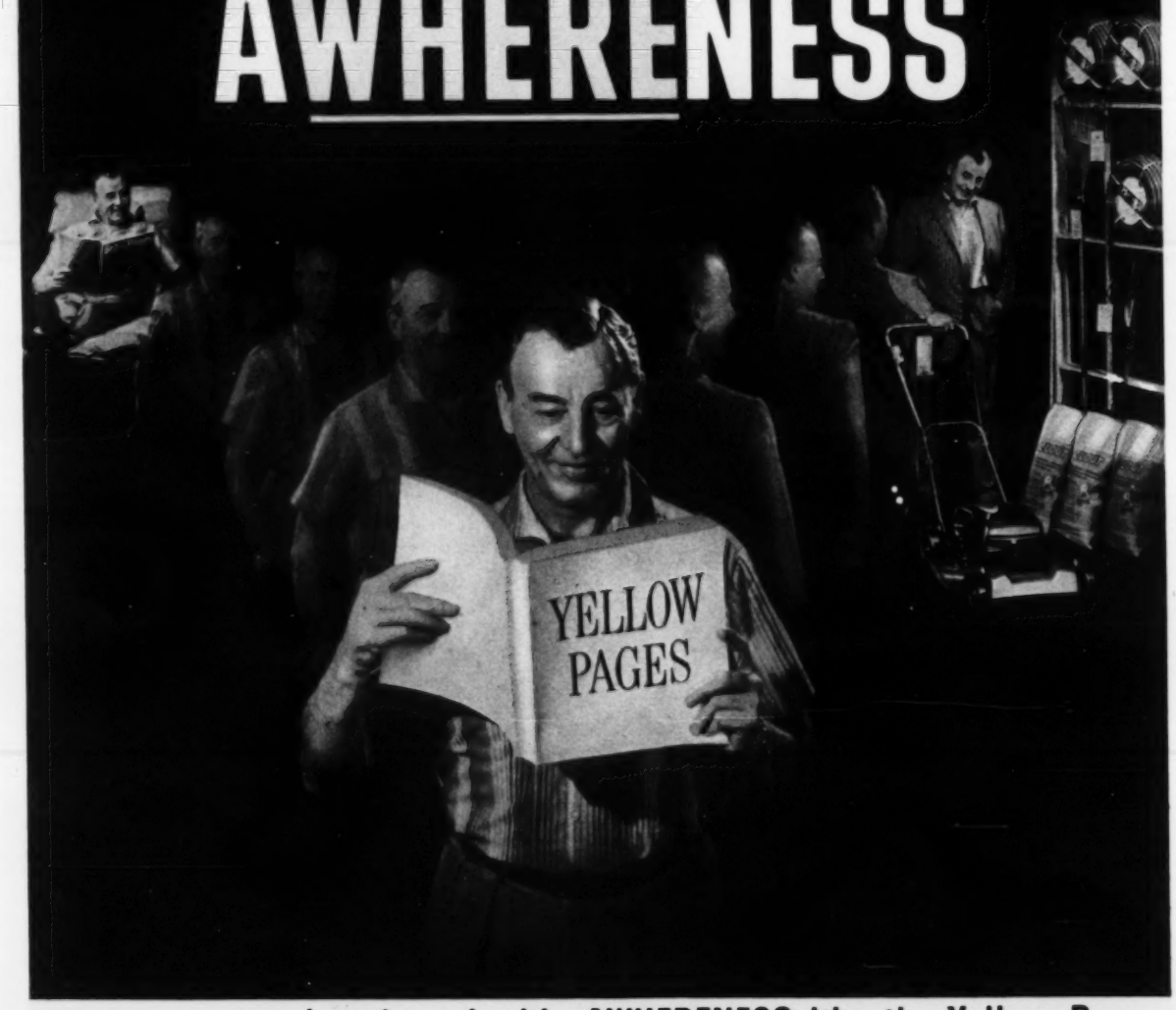
Local advertising tells of the week's location of the show; dealers in the immediate areas participate.

Ford station wagon and suburban living displays last year were remarkable cooperative merchandising efforts. The count at one time showed 174 items of tie-in equipment displayed as complementary units for traveling or camping with Ford station wagons, such as stoves, heaters, coolers, boats, motors, accessories, hunting and fishing equipment and wearing apparel.

■ According to Mr. Heath, Ford merchandising and research staffs gained a dividend on the 1959 tours

nothing makes sales grow like

AWHERENESS



...and nothing builds AWHERENESS like the Yellow Pages

Whatever the product or service you sell, from Lawn Mowers to Landscaping, nothing cultivates customers like AWHERENESS. And nothing creates AWHERENESS like the Yellow Pages—the buying guide that's in 65,000,000 American homes, telling prospects where to buy what you sell.

If you're a manufacturer of brand-name products, Trade Mark Service in the Yellow Pages makes prospects aware of your local outlets. If you operate a local business, Yellow Pages advertising makes it easy for shoppers to find the products or services you offer.

Discover today how easily you can reap bigger sales by adding AWHERENESS to your selling plan. The Yellow Pages man can help you build a program to fit your needs. Call him at your Bell telephone business office now.

YELLOW PAGES

The advertising medium that tells people where to find your local outlets!

Harvard Men

In The New York Times Magazine, you learn what girls think of Harvard men: "I am a normal, attractive, red-blooded American girl who wants something more than just a husband and children . . . However, I still find the boys I date (and they are all smart boys from the Ivy League schools) don't want an intelligent girl . . . The only exception is Harvard men, and I don't know how right I am in this."

Bachelors

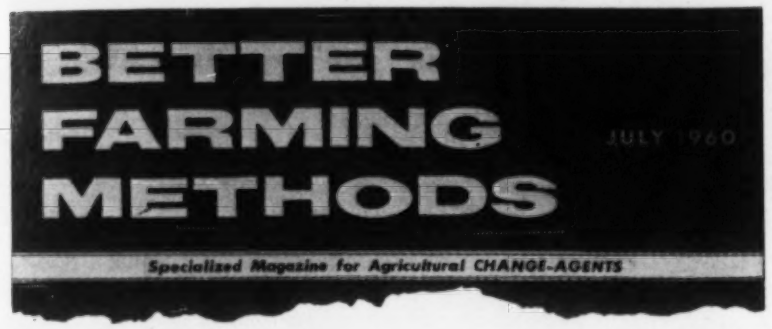
In The New York Times Magazine, you learn what bachelors think of girls: "One of the joys of being single is that sweet young things (if they have a grain of sense) will keep the silence and allow us to invest them with all sorts of notions about their charm and wit – it's one of the few times we may have such illusions."

Vanquished

In The New York Times Magazine, you learn who is boss: "The only excuse that one can find for the ascendancy of women in the United States is that men get the women they deserve."

The New York Times Magazine

In The New York Times Magazine, you get results. That's because women, men (Harvard and otherwise) and 1,300,000 families react to the stories (as these letters to the editor show). They react to advertisements with the same enthusiasm. Join up – and sell New York in New York's biggest salesman, The New York Times.



NEW Kind of Farm Magazine

For Agricultural CHANGE-AGENTS

32 Year Old Magazine Shifts Editorial Emphasis

Who Are Change-Agents . . .?

Who NEEDS to Reach Them . . .?

Two men at Michigan State University, Professors Loomis and Beegle, have come up with a new name . . . CHANGE-AGENT. They created it better to describe what certain kinds of agricultural leaders are supposed to do today. It is to *change* both the farmer's *mind* and *methods* . . . to get him to accept farming as a business, rather than just as a way of life.

So, BETTER FARMING METHODS, founded 32 years ago, is changing its editorial emphasis. Now serving ag leaders (vo-ag teachers, county agents, extension specialists, FHA supervisors, agricultural bankers, and professional farm managers), it is expanding its circulation to serve a larger audience.

Beginning July, 1960, BETTER FARMING METHODS will reach . . .

25,000 Agricultural Leaders

25,000 Influential Farmers

At Iowa State College, Professors Bohlen and Beal developed a classification of farmers . . . from the most to the least progressive. It is the top influential pace-setters, *the farmers other farmers follow*, who are being added to BETTER FARMING METHODS' reading audience. They also are true CHANGE-AGENTS. These 25,000 farmers are located in America's 1,500 top-half income farm counties.

Place Your Message In a "Climate" of Change

Your advertisement in BETTER FARMING METHODS will be set in a "climate" of change. These 50,000 CHANGE-AGENTS will read it while they are reading and thinking about the great changes occurring in rural America. For agriculture, indeed, is in revolution. Both mind and method are challenged. The rural mind must recognize the *need for change* and *be willing to accept it.*

Be sure the CHANGE-AGENT leaders, 50,000 agricultural leaders and influential farmers, know about your products and how they fit into the new agriculture. *Sell the agricultural leaders farmers follow.*

Beginning July 1960 (Available in four regional editions)

WATT PUBLISHING CO. MOUNT MORRIS ILL.

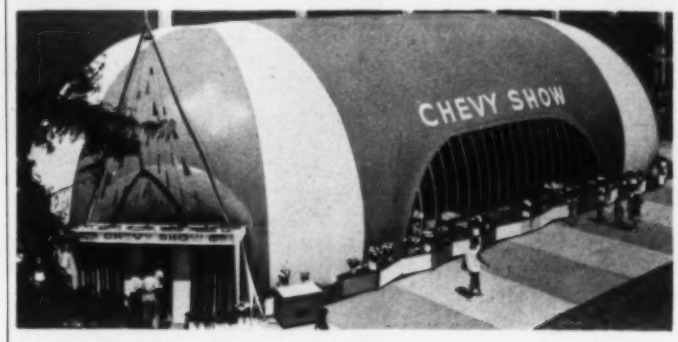
Specialized Magazine for Agricultural CHANGE-AGENTS

Serving Agricultural Leaders Since 1928

BETTER FARMING METHODS

WATT PUBLISHING CO.

Mount Morris, Illinois



BIG TOP—*Chevrolet uses this inflatable building for its shows.*

through use of the Factron. Visitors were given a chance to answer a series of questions on an IBM perforated card at the show, with cash and merchandise prizes offered in areas where they were legal. More than 550,000 cards were filed, with answers to questions that were invaluable to Ford's research department, plus the value of providing a mailing or contact list for dealers in the show areas.

■ The structure used to house the Chevrolet display is termed an Aerosphere; it originally was a military development. It is a flame-resistant, vinyl-coated nylon shell which folds to the size of a life raft. It can be inflated in a half hour to loaf-shaped proportions, 100'x40'x25'.

Like Ford, Chevrolet plans to use a prize award program where such merchandising is legal. Last year a number of scale model Corvettes were given as door prizes at some exhibitions.

In addition to the large Aerosphere show, Chevrolet will continue to tour 10 units of its condensed Featurama, a show of automotive advances. These will be booked into the smaller shopping centers throughout the nation, with local dealer cooperation.

■ Dodge shopping center displays are generally advertised by the dealers. One dealer in Rochester, N. Y., reported gaining 275 names and addresses, 23 demonstrations, 10 sales and 35 "hot" prospects as a result of participating in a single shopping center effort, Dodge reports.

W. J. Bird, assistant general manager of Dodge's merchandising staff, sees four principal values in the supermarket show:

"First, the new model cars attract large numbers to the shopping centers, increasing the profit to the merchants.

"Second, the shopping center generally has space for demonstration rides.

"Third, the shopping center provides highly concentrated and desirable lists of prospects. Almost all shoppers there are car owners living in the suburbs. Most of them have steady incomes and money to spend, else they would not be visiting the centers.

"Fourth, there is the psychological factor. Customers like to browse, compare and study cars, without having to commit themselves as in the market for a car."

■ Dodge is the only Chrysler division going heavily into the shopping center display field, although other Chrysler makes find themselves there on occasion, through enterprise of local dealers or dealer groups. The same is true of General Motors makes besides Chevy.

Plymouth and Valiant merchandisers also have been trying displays at airline terminals. Plymouth has used this approach in the past two years and plans permanent lobby displays in about 30 major air terminals this year.

FORD TRACTOR CAVALCADE TO VISIT 25 COMMUNITIES

DETROIT, March 9—Ford Motor Co.'s tractor and implement division has inaugurated two "cavalcade" farm shows which will visit 25 communities in the next three months. A special version of the show, featuring construction equipment, will appear at industrial centers. The show will include a new panoramic motion picture exhibit, a "living sound" audio system and live equipment demonstrations woven into a musical show. It will be presented in a geodesic dome with more than 10,000 sq. ft. of floor space.

This show is in addition to the company's American Road Show, which already has taken to the road and whose six units already are booked into 59 shopping centers through July 2. #

15th Birthday Coming Up!

On April 18th Endorsements, Inc. starts its sixteenth year as THE source for obtaining the world's greatest names for testimonial advertising campaigns in ALL MEDIA. Never any consultation fee—and we're as close to you as your telephone.

Endorsements, inc.

(Est. 1945)

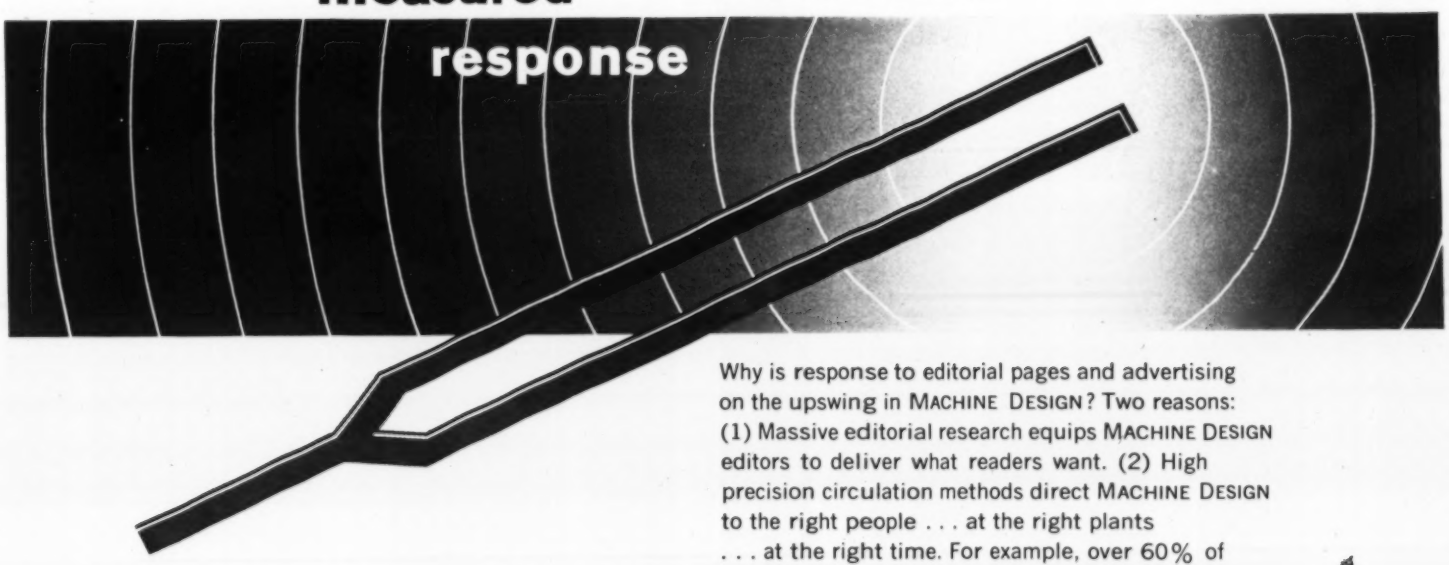
65 E. 55th ST., N.Y. 22, N.Y., PLaza 1-0320

At no cost to you, direct telephone connection in the following cities, dial your local operator and ask for:

IN CHICAGO —ENTERPRISE 4199
IN CLEVELAND—ENTERPRISE 3001
IN BOSTON —ENTERPRISE 3001

RRR **RAPID READER RESPONSE.** What does it mean to you? Inquiries, for example, the action response? Or readership, the starting point for every variety of response?

If you're like most smart advertisers, you're interested in total response. You want sales leads and readership that you can measure. But that's not all . . . you want to create a preference for your product and a favorable company image. The solution is to put your advertising in a magazine where TOTAL RESPONSE is high.



Why is response to editorial pages and advertising on the upswing in MACHINE DESIGN? Two reasons: (1) Massive editorial research equips MACHINE DESIGN editors to deliver what readers want. (2) High precision circulation methods direct MACHINE DESIGN to the right people . . . at the right plants . . . at the right time. For example, over 60% of MACHINE DESIGN copies are verified annually by personal interviews in the readers' plants.

That's why advertisers who value TOTAL RESPONSE, **both the measurable and the immeasurable reactions of readers to advertisements,** prefer to gear their marketing plans to MACHINE DESIGN . . . the magazine of RAPID READER RESPONSE.

MACHINE DESIGN

a Penton publication

Penton Building, Cleveland 13, Ohio

NDP BPA

Sheraton's got an exclusive in the hotel industry — an electronic reservation system called *RESERVATRON*. What does it do? It gets you confirmed reservations at any of Sheraton's 54 hotels in 4 seconds flat, that's what. And it's free, too. All you do is call the nearest Sheraton Hotel. SEND FOR FAT FREE BOOKLET: 96 pages chock full of facts about all of Sheraton's hotels in 39 cities. It'll be useful to you — and prove to us that you read this ad. Address: Sheraton Corp., Ad Age Ad #8, 470 Atlantic Ave., Boston, Mass.

Henderson Names Dunlap; Adds Sea Pak Account

Leonard D. Dunlap has joined Henderson Advertising Agency, Greenville, S. C., as an account executive. Mr. Dunlap was formerly national wholesale sales manager of the Pepsodent division of Lever Bros. Co. Henderson has been appointed to handle advertising for Sea Pak Corp., St. Simons Island, Ga., processor of frozen sea foods.

Lambert Prints New Catalog

Lambert Studios, Philadelphia, has published its silver anniversary catalog of stock photographs. More than 1,500 separate subjects picked from the Lambert library are shown. The viewbook has 90 8½x11" pages, is plastic bound and is indexed for 104 general subject classifications. The book may be bougat for $2 from Lambert, 2801 W. Cheltenham Ave., Philadelphia.

Rising Cost of Series Doesn't Daunt Gillette

Marketer's New Pact Carries $4,000,000 Baseball Price Tag

BOSTON, March 8—Is sponsorship of the World Series on tv and radio still a profitable venture?

Gillette Safety Razor Co. obviously thinks it is.

It has signed a five-year contract extending its sponsorship through 1966. Under the new pact, which Gillette and NBC signed with Ford C. Frick, baseball commissioner, the razor company has agreed to pay the major leagues an annual bonus of $250,000 for 1959, 1960 and 1961, it was reported in *Sporting News*.

When the new contract goes into effect in 1962, there will be no bonus, but the rights to the series and one all-star game will go up from the $3,250,000 under the old agreement to $3,750,000. Should a second all-star game be scheduled, Gillette has an option to buy it. The company has purchased the second game for 1960 for $250,000. If the same price tag is placed on future second all-star games, if and when they are scheduled, and Gillette decides to buy them, it will be spending $4,000,000 for broadcast rights alone, starting in 1962.

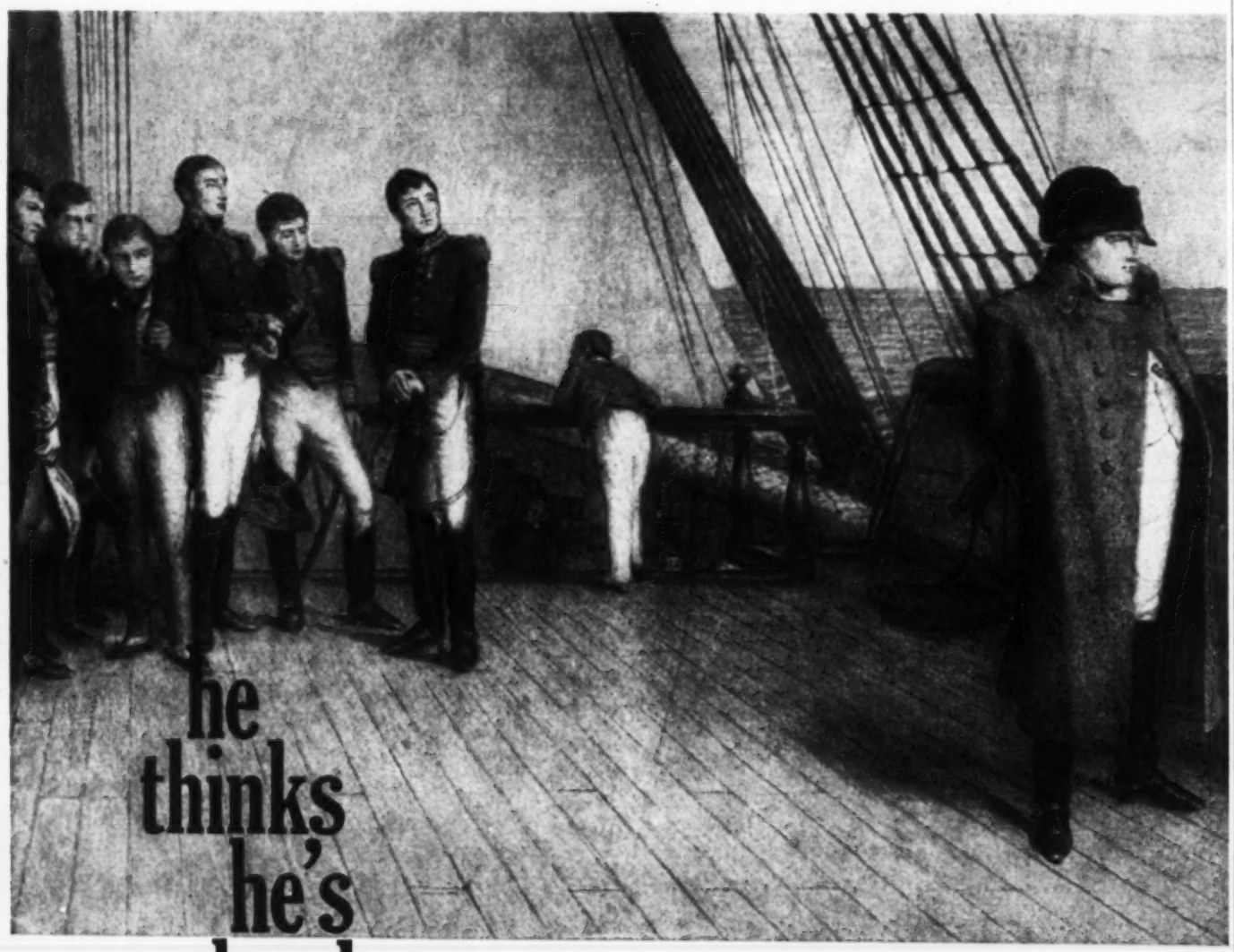
■ Costs of the baseball series, which Gillette has been backing since its first year on radio in 1939 and its first telecast in 1947, have risen steadily. Under the old contract, running from 1957 through 1961, radio-tv rights cost an annual $3,250,000. With the cost of the second all-star game and the $250,000 bonus, this figure will be boosted to $3,750,000 for 1960, by the new pact—far above the $1,250,000 paid yearly under the 1951-'56 contract.

In 1950, when Gillette paid $800,000 for tv and $175,000 for radio rights, many sideliners said that the cost of the classic would soon price even the biggest advertiser out of the market. Pay-as-you-see tv was felt by many to be the inevitable answer.

■ But 10 years have passed, and pay tv seems to be still a long time off. Commissioner Frick probably does not see pay tv as a consideration for the nation's favorite sport, as evidenced by his signing of the new long-term agreement with commercial tv. His reason for signing the contract, he said, was to assure the future of the players' pension fund, which gets 60% of the take from the rights.

It may be that Gillette, which has been informed by National Broadcasting Co. that it will drop the "Friday Night Fights," despite the razor maker's satisfaction with the sportscasts, wants to take out a little insurance for its future with baseball. With the fading of the fights, perhaps Gillette will bank even more on baseball in coming seasons.

■ Last year the company reportedly spent about $5,400,000 to broadcast the series and two all-star games, with tie-in promotions. In 1958, $5,100,000 went into a six-week effort on



he thinks he's columbus... since he discovered Adventure Radio, WERE, Cleveland ... Who's going to tell him that the local boys conquered Cleveland a long time ago by using WERE... the automotives like Rambler... Dodge... Ford and Chevy ... They've been on Adventure Radio since almost 1492!... Now he keeps looking for the Pinta and the Niña, and wondering what to tell Isabella... We know what to tell her... more local advertisers use WERE than any other Cleveland station!

WERE

WERE-Cleveland... WERC-Erie... the Adventure Radio Stations. Represented by Venard, Rintoul, and McConnell, Inc.

Series Audiences

Copyright by A. C. Nielsen Co.

	Average homes reached in average minute	Total unduplicated homes reached in entire series
1954	7,801,000	19,453,000
1955	10,303,000	25,642,000
1956	11,655,000	28,663,000
1957	12,366,000	31,280,000
1958	13,293,000	32,693,000
1959	13,061,000	33,942,000

the series. In 1955, Gillette spent about $2,000,000 in the U. S., plus an additional $500,000 to $1,000,000 in international support of the classic. Over $1,500,000 was spent for a one-week push during the 1950 series week, with another $250,000 for international advertising.

The rising costs might seem a little staggering, but so is the number of homes reached. Nielsen reports that, for the average minute of the average game during the 1959 series, 13,061,000 homes were reached. In 1958, the figure was 13,293,000. The shares of audience during the past two series varied between 73.6%, and 89.5%. In 1954, an average of 7,801,000 homes was reached each minute.

In 1957, there were 220 tv stations in the U. S. carrying the baseball classic. In 1953, about 126 stations were in the hookup.

In 1947, the series buy consisted of only seven stations in four U. S. cities.

■ Gillette traditionally has used the series to run special promotions and premium offers for its large male audiences. Last fall, it offered its new 1959 razor at a special price of $1.95. In the previous year, it offered a razor and supply of blades, originally priced at $1, at a 79¢ special.

Prospective customers watching the 1957 clash were offered a pocket-size booklet of baseball signals with the purchase of a $1 super-speed razor or a $1.96 dispenser of blue blades. The premium, labeled "Finger-Tip Movies," was designed to be thumbed through fast to give the illusion of motion.

In 1953, Gillette offered a 96-page World Series record book with the purchase of a $1 plastic kit containing a razor and six blades. The company sold 2,600,000 of the record-and-kit combinations. Other series have featured premiums ranging from shaving cream to Pinocchio masks.

Maxon Inc. is the agency for Gillette. #

Four Join Smith, Hagel

Smith, Hagel & Knudsen, New York, has appointed Edward L. Nash an account executive; Erick Ainsworth, media and research director and Walter A. Scott and Allen Nixon to the art department as associate editors. Mr. Nash formerly was with Schwab, Beatty & Porter. Mr. Ainsworth previously was with Lennen & Newell. Mr. Scott was with Batten, Barton, Durstine & Osborn, and Mr. Nixon was with Ellington & Co.

Stamp Sales Show Gain

Trading stamp sales increased 8% to $460,000,000 in 1959, according to a study in the March *Premium Practice*. The stamps are saved by more than 40,000,000 families—about 80% of U.S. households—and are given with $20.8 billion in retail sales, the study said. This represents 9.6% of the country's $215.6 billion total retail purchases, up 7.6% over 1958.

N. J. Outdoor Assn. Elects

Charles W. Stephens, vp and general manager of American Advertising Co., Long Branch, N.J., has been reelected president of the Outdoor Advertising Assn. of New Jersey. Other officers elected are Hugh McLaughlin, O'Mealia Outdoor Advertising Corp., Jersey City, vp; George M. Harvey Jr., R. C. Maxwell Co., Trenton, treasurer; G. Becker Jamieson, United Advertising Corp., Newark, secretary, and William H. Harris of United, national director. Leonard Dreyfuss, president of United and founder of the association, was elected honorary president.

A Loew's By Any Other Name

Loew's Inc., New York, tv film producer and distributor, has changed its name to Metro-Goldwyn-Mayer Inc. This follows a separation in March, 1959, of Loew's Theaters from Loew's Inc. As now set up, Metro-Goldwyn-Mayer includes motion picture production, production and licensing for television, recording, music publishing, and ownership and operation of 49 theaters overseas and 115 foreign distribution offices.

Velcro Names Rea Lubar

Rea Lubar, formerly head of her own public relations company, Lubar Associates, has been appointed sales promotion director of Velcro Sales Corp., New York, manufacturer of Velcro fasteners.

PUBLISHERS CLASSIFIED DEPARTMENT
9 S. CLINTON ST., CHICAGO 6, ILLINOIS
Please send
"MAGAZINE CLASSIFIED BY THE MILLIONS"
.....
.....
.....

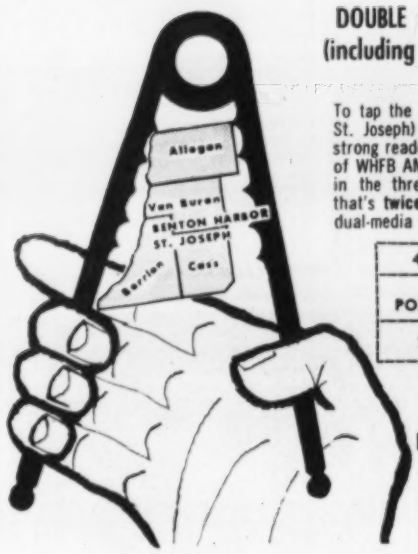
TO YOU, a paper boat; to him, a mighty warship. How delightful, the whimsical world of childhood. But for those who long ago *put away childhood things,* advertising dollars can't *afford* whimsey. In this newspaper *ad dollars mean sales!*

✓ **BECAUSE YOU GET** the largest evening circulation in Western America. 355,764* Net Paid Daily. And that's 52,047 MORE than the other evening paper. And, 75% of the total is unduplicated* by any other metropolitan newspaper!

✓ **BECAUSE YOU GET** concentrated coverage of wealthy, population-packed Los Angeles County. That's where more than 90%* of the Metropolitan Area's Retail Sales are made. Last year they totaled almost $8½ BILLION!*

*SOURCES: ABC, Sales Management & Top Ten Brands

Los Angeles Evening **HERALD-EXPRESS**
"Largest Evening Newspaper in Western America"
Represented Nationally by Moloney, Regan & Schmitt, Inc.



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach,** utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

Burton-Dixie to Launch New 3-Media Push April 3

Burton-Dixie Corp., Chicago bedding manufacturer, will launch a new, extensive ad campaign April 3 in newspapers, magazines and outdoor. The company will run color spreads in the rotogravure sections of the four Chicago daily newspapers, and it will use 50 outdoor posters in the Chicago market.

In addition, the company will run ads in *Bride's Magazine, House & Garden* and *Life*. Wesley, Heyne & Cuca, Chicago, is the agency.

'American Hairdresser' Names Finn in Los Angeles

Jerry Finn, formerly of Don Harway & Co., Los Angeles, publishers' representative, has been named to head the new Los Angeles sales office of *American Hairdresser*, 5880 Hollywood Blvd. Harway formerly represented *American Hairdresser* on the West Coast.

CORDIAL CASUALS—*Hiram Walker Inc., in conjunction with McMullen & Co., resort wear manufacturer, will use this four-color bleed page ad in the March 21 Sports Illustrated to launch a three-month campaign to plug Hiram Walker cordials and McMullen summer wear (see story on Page 29).*

Tint Gains Slowly in Appliance Sales, Hotpoint Study Shows

CHICAGO, March 8—Sale of colored kitchen appliances continues to increase slowly in most categories, according to a study by Hotpoint Co.

Leading the color parade are built-in appliances. In 1956 (when Hotpoint took an earlier survey), color built-ins accounted for 88% of total built-in sales; in 1959 white lost more ground, as color accounted for 96.6% of the total.

Sales of colored refrigerators showed a slow, steady growth over the three-year span. In 1956, about 95.4% of refrigerators sold were white; in 1959 the percentage of white had dropped to 88.4%. Pink and yellow showed the largest gains.

Buyers of free-standing ranges did not follow the trend to color. In fact, sales of free-standing ranges in white increased 0.6% between 1956 and 1959; 94.6% of the ranges sold last year were white.

■ Automatic washer and clothes dryer figures were not available for 1959, but a study of 1956 vs. 1958 sales shows slight sales gains for colored automatic washers and dryers. #

Kudner Names 5 Copywriters

Charles Doughtie, on leave of absence for the past year to travel and write children's books, has returned to Kudner Agency, New York, as a copywriter. Kudner also has named Peter Hartsuff, Howard Colwell, John Schoeffer and Gerald Johnson copywriters. Mr. Hartsuff formerly was with American Forces Network Europe Radio; Mr. Colwell was with Batten, Barton, Durstine & Osborn; Mr. Schoeffer was with Godwin Advertising, and Mr. Johnson was with Black, Little & Co.

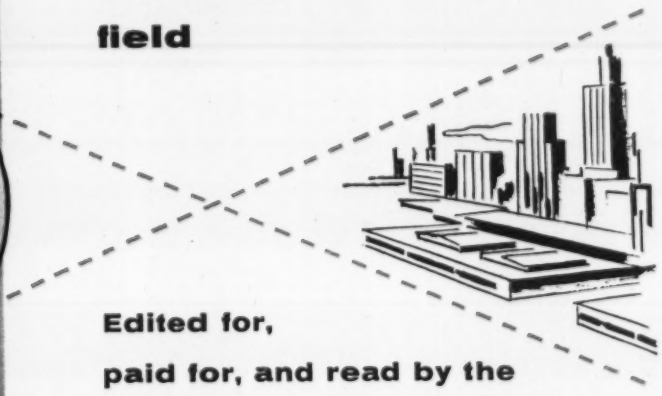
Hi-D Features Color Map

Commercial Solvents Corp., 260 Madison Ave., New York, is featuring a color-keyed map of the U. S. which illustrates 17 different soil groups, in a page ad for its Hi-D ammonium nitrate fertilizer running in spring issues of *Farm Journal, Farm & Ranch, Progressive Farmer* and *Successful Farming*. Fuller & Smith & Ross, New York, is the agency.

Cronwell Joins Abell-Howe

Ralph H. Cronwell has joined Abell-Howe Co., Forest Park, Ill., as marketing director. Mr. Cronwell was formerly western manager of Plant Publishing Co., Wheaton, Ill.

Focusing on just the industrial-large building field



Edited for, paid for, and read by the specialized engineers and contractors you must sell!

PROVABLY YOUR BEST BUY . . .
. . . because HEATING, PIPING & AIR CONDITIONING confines itself to the services for which it is named as related specifically to the industrial-large building market. No stretching of editorial coverage, no dilution of circulation!
. . . because HPAC's concentrated editorial has an appeal to *all* the purchase-control factors in this field — to *all* those who specify and/or buy. You reach the consulting engineers AND mechanical contractors AND engineers with plants and big buildings who are specialists in or whose major interests are just these services in just this field. No gaps, no untouched bases!

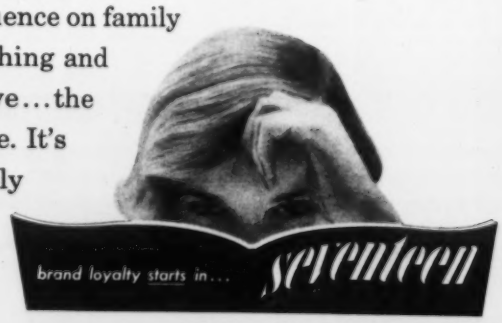
. . . because each of the readers of HPAC is, and has been, paying for it directly, individually, voluntarily. Here's assurance — backed up by dollars on the line and an ABC-audit — that HPAC is wanted, respected, and used!
. . . because HPAC has fully paid circulation, leads in number of editorial pages, leads by over 2 to 1 in advertising volume, has more advertisers and is used on an exclusive basis by more advertisers!
Don't settle for less. Concentrate in HPAC, the book with the strategically focused content and circulation. KEENEY PUBLISHING CO., 6 N. Michigan, Chicago 2, Illinois.

SHE SEES WHAT SHE WANTS...

seventeen
Prize Stories
HEAR YOUR HEROES:
Pat Boone • Van Cliburn • Senator John Kennedy • Mort Sahl • James Thurber • Dr. Tom Dooley

SHE WANTS WHAT SHE SEES...IN *seventeen*

As any parent of a teen-age girl knows, this young lady knows what *she wants*—and generally *gets* it. She not only spends money freely (her own and Dad's)...she wields a mighty powerful influence on family purchases as well, including costly gifts for herself. Where does she select the luggage, clothing and jewelry she can't live without...the typewriter and transistor radio she simply must have...the furniture and food she persuades her family to buy? In the pages of SEVENTEEN, of course. It's the magazine she *believes in, lives by* and *buys from.* For SEVENTEEN is devoted exclusively to *her* interests...it's *her* world. America's 9 million teen-age girls spend $4½ billion of their own money every year. Reach them in SEVENTEEN as hundreds of advertisers are doing. It's the super highway to this super market.



it's easier to **START** *a habit than to* **STOP** *one!* SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: **SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!**

Young Chicago loves to buy...

...the Chicago Sun-Times

Q. Which families buy the most?

A. The young families, of course.

Q. Where can you reach them most effectively?

A. In the Chicago Sun-Times.
The Sun-Times sends more than half its circulation to people 35 and under!

Shoppers Fair Comes To South Bend . . . Indiana's New Capital* City

The $1.3 billion buying power of South Bend's 7-County Trading Zone is a natural attraction to regional and national retailers. Many, like the Shoppers Fair chain, have built or purchased stores in South Bend within the past year. There's no doubt about it, South Bend is a rich, growing area. And growing right with it is the circulation of the South Bend Tribune . . . 100% saturation of Corporate Area; 92% coverage of the Metro Area and 62.8% coverage of the 7-County Trading Zone. Support your sales program in the South Bend market with the effectiveness of a Tribune schedule. Write for free book that gives full details about the South Bend Market.

*Investment Capital That Is

The South Bend Shoppers Fair is the newest of 15 such stores in the east and midwest.

The South Bend Tribune

BEST TOWN U.S.A.

The South Bend, Ind. Market Seven Counties, over One-Half Million People

Franklin D. Schurz, Editor and Publisher—Story, Brooks & Finley, Inc., National Representatives

2 'Chemical Week' Editorial Pages Carry Tobacco Scent

Chemical Week has come up with a new twist—or smell—in business magazine editorial coverage.

To dramatize a story on the potential market for fragrance makers opened up by the new scented movie craze, the publication carried two editorial pages scented with tobacco in its March 5 issue. The issue represents the first time *Chemical Week* has used the scent process in its editorial pages.

Alemite Buys TV Spots

Alemite division of Borg-Warner Corp., Chicago, will use network tv for the first time next month when it begins a series of spots on "Today" and "Jack Paar Show," both on NBC-TV. Automotive products to be advertised include CD-2 oil additive, Kleen-Treet carburetor cleaner and Hi-Po additive for automatic transmissions. MacFarland, Aveyard & Co., Chicago, is the agency.

Cleveland Sets Up New Plan to Nip False Advertising

CLEVELAND, March 8—Cleveland's new plan for maintaining public confidence in advertising went into effect last week.

The plan is an expansion of the one which the Cleveland Better Business Bureau has had in successful operation for eight years and which was recently adopted by the Advertising Federation of America (AA, Feb. 8).

Objectives of the plan are to eliminate, as far as possible, false and advertising in "bad taste" in Cleveland, whether placed by local or national advertisers. It is expected this will be accomplished through the cooperative efforts of media, advertisers, agencies, the better business bureau, the Cleveland Advertising Club and Advertising Panel and the American Assn. of Advertising Agencies.

The plan, adopted by the advertising club's board of trustees, was unanimously approved by more than 50 representatives of Cleveland advertisers, media and agencies.

■ The plan will coordinate several existing facilities, codes and agreements that have been in successful operation for many years through the better business bureau and the Four A's. It makes use of the Four A's interchange of opinion on objectionable advertising and the Four A's copy code.

Four types of objectionable advertising are outlined:

- Local false advertising. This will continue to be handled by the better business bureau, using its code of Cleveland advertising standards.
- Local bad taste advertising. The activities of the Advertising Panel, in cooperation with the Cleveland chapter of the Four A's, will be expanded to review charges of this kind of advertising.
- National advertising which is false. This will be forwarded to the National Better Business Bureau, and also to the Cleveland Four A's chapter.
- National advertising in bad taste. Any such advertising that is brought to the attention of the Cleveland BBB will be forwarded to the Cleveland Four A's chapter.

■ C. Dudley Foster, president of the Cleveland Advertising Club, said, "There is a small percentage of advertising that is untruthful, misleading, deceptive or in bad taste. However small, the amount of such advertising is enough to impair the confidence of many people in advertising and to weaken the effectiveness of good advertising." #

Grubb Changes Agency Name

Grubb Advertising Inc., Champaign, Ill., is the new name of the agency previously known as Grubb & Petersen Advertising. Leon L. Petersen resigned late last year. Newest additions to its client list are Creative Buildings, Urbana, Ill., which pre-manufactures and distributes churches for all denominations, and Lifetime Gate Corp., Crawfordsville, Ind., maker of gates and farm feeders.

How to reach America's

15 Million Most Willing Buyers

It's a fact proved again and again: About 15 million Americans make most of the big-ticket purchases—new cars, major appliances, home furnishings, sports and hobby equipment, travel. They buy out of *desire*, not out of want.

They're not necessarily the wealthiest or the highest-salaried. They don't necessarily live in the top residential areas. But they have shown they have the cash or credit to acquire what they want.

These are the buyers who purchase 8 out of every 10 new cars sold, and we can identify them for you—by name and address. Once they are identified, you can reach them with personal, persuasive direct mail advertising.

We welcome the chance to tell you more

R·L·POLK & CO.

publishers

431 Howard Street, Detroit 31, Michigan

THE POLK MARKET

YOUR LINK BETWEEN MASS ADVERTISING AND SELECTIVE IMPACT

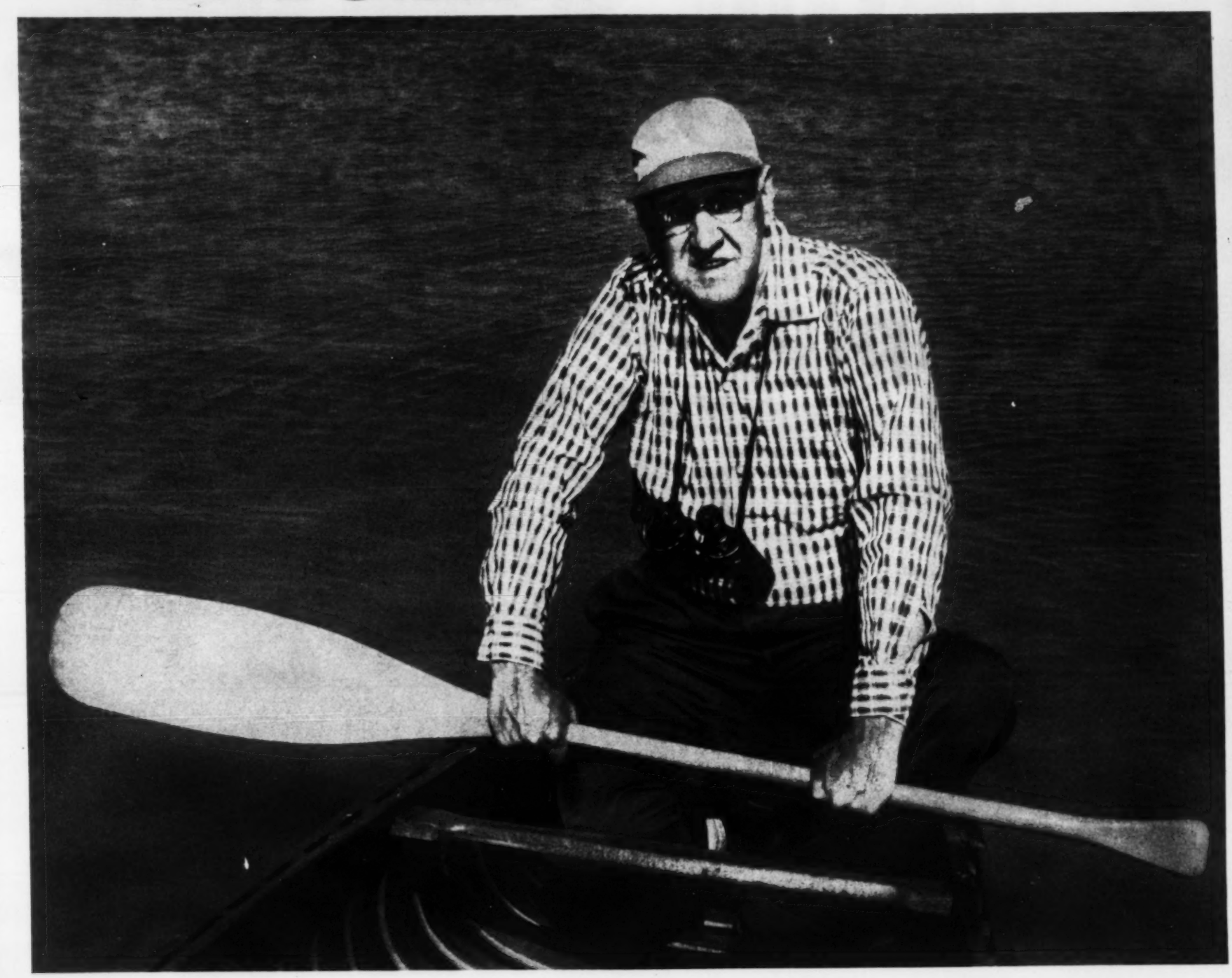
BOSTON • NEW YORK • PHILADELPHIA • PITTSBURGH • CLEVELAND • RICHMOND • NASHVILLE • CHICAGO • ST. PAUL • ST. LOUIS
KANSAS CITY • DALLAS • LOS ANGELES • SEATTLE • HONOLULU • QUEBEC CITY • VANCOUVER • AND OTHER PRINCIPAL CITIES

WESH-TV

NB

PREFERRED IN ORLANDO-DAYTONA MARKET

Harold....



On Friday, May 15, 1959, the Hon. James E. Murray of Montana, on the floor of the U. S. Senate, addressed the Chair: "Mr. President, I ask unanimous consent to have the article from Field & Stream printed at this point in the *Record*." The "article" was by Field & Stream conservation editor Harold "Opie" Titus, and concerned an important wildlife measure. Harold Titus' articles have a habit of being reprinted in the *Congressional Record*.

Some reasons why:

When Harold returned home from World War I, he found a situation far from his liking. Indiscriminate logging of second growth, unrestrained forest fire, pollution, and erosion, had laid waste a great many of the trout streams and grouse coverts of his beloved Michigan. Angered, he wrote a novel entitled *Timber!*, a passionate plea for reforestation. The novel and the movie MGM made of it probably did more than any other influence of that day to promote forest fire control.

Since then, Harold has never let up. His pioneer work with Michigan's Department of Conservation, the International Association of Game, Fish and Conservation Commissioners, and his regular monthly column in Field & Stream, have justly earned him the title, "Dean of Conservationists."

As a national platform for conservationists like Harold Titus, in 65 years Field & Stream has helped bring about many an act of Congress. It has also led the outdoor field in advertising for 49 consecutive years—because it has *influence*, *numbers* (1,100,000 guarantee), *trade impact*, and a reputation for hard-nosed *integrity*. All the things an advertiser likes.

Field & Stream

America's Number One Sportsmen's Magazine

A Holt Magazine

Retail Sales Gai

THE DENVER POST

The Voice of the Rocky Mountain Empire

Denver, Colo.—Climate Capital of the World

Vol. 68, No. 203

Employment Boom For

State Called Ideal Plane Plant Site

By WILLARD HASELBUSH
Denver Post Business News Editor

Denver Research Institute reported Saturday at the conclusion of a months-long study that Colorado is an ideal location for profitable operations by all sectors of the aircraft and missile industries.

The report was made to Armand Asborno, vice president of the Central Bank & Trust Co. and chairman of advisory council of the new resources and community development division of the Colorado Department of Employment established by the governor a year ago.

John G. Welles, head of the industrial economic division of Denver Research Institute, made the report.

He said Colorado "measures up" on all criteria which would have a direct bearing on the profit potential of an aircraft or missile plant moving here.

The same applies, he said, to such sectors of the industry as airframe and component parts manufacturing, research and development and such service organizations as technical representatives, missile activation units and field service units.

Welles urged in transmitting his report that the contact committee of the new resources and community development division immediately direct its efforts toward a list of companies which he said could move to Colorado profitably.

The report contains 63 pages of statistics spelling out Colorado's advantages over any other state as a top location for aircraft and missile firms.

REPRESENTATIVE GROUP

Asborno said a follow-up on the Denver Research Institute [illegible] first order of

Martin Releases First Photos of Titan Li

First and second stages of the Titan missile in various phases of assembly fill the floor of the Martin plant southwest of Denver in the first photos of the Titan production line ever released by the Martin Co. A completed first stage can be seen in the backgrou shrouded and ready for shipment via C133 ter to Cape Canaveral, Fla. The second stag is undergoing final preparations for shipm

$2 Million Apartment Due to Start

Work begins Monday on a 16-story, 125-unit apartment on the southeast corner of E. 8th Ave. and Washington St. which its developers say will be the city's most elaborate.

The apartment, to be called the Lido, will involve an estimated $2 million including furnishings.

The entire 15th and 16th floors [illegible] directly

$10½ Million Proje Rises Southeast of

A new $10.5 million subdivision has been launched southeast of Denver.

It's Nob Hill, on a hilltop at 6700 S. Colorado Blvd., east of Cherry Hills Manor and Cherry Hills Crest and less than a mile north of the Ramo-Wooldridge plant.

Six show houses have been built and furnished. The formal opening for public inspec- [illegible] Sunday; but with four bedrooms, one and three-fourths baths and a patio.

Still another is the Duchess, with three bedrooms and one and one-half baths, offered at $14,495.

The area has water, gas and sewer facilities, and curbs, gutters and paved streets are being provide opers.

A site has b a swimming, and picnic ar use of Nob Hil Manor reside a 20-acre sho University Blv

Officials to De

n 10 Pct.

T ★★★★ LATEST EXTRA

5 Cents, 52 Pages

ecast

360,000 Job Force Disclosed

Employment will rise in 1960, William H. Lancaster, Denver manager of the Colorado Department of Employment, predicted Saturday.

Barring unexpected labor disputes, Lancaster said, the upward swing in employment should last for more than a year, and more wage earners in every category will be contributing to the Denver economy than ever before.

Manufacturing jobs in the Denver-Boulder metropolitan area "should total" more than 60,000 in 1960, he said. Retail and wholesale trade will employ nearly 85,000 persons, construction should provide about 25,000 jobs and government another 53,000.

Gains in 1960, Lancaster said in an "Employment Trends" circular, will come in wholesale and retail trade and in manufacturing. The peak manufacturing employment in 1959 was 59,700 jobs, and 81,500 in the two divisions of trade.

Total civilian labor force in the five-county metropolitan area is estimated at 360,000 persons, up 13,000 in a year's time, he said.

The Denver-Boulder area had more than 10[illegible] persons [illegible] of [illegible]

$1.9 Billion Total in 1959

By JOHN W. BUCHANAN
Denver Post Staff Writer

Denver retail sales grossed $1,961,168,426 in 1959—$188,271,273 more than in 1958—for a gain of more than 10.6 pct., according to Denver retail sales tax statistics released Saturday by Ward Bushacher, manager of revenue.

Denver collected $5,391,534 in sales tax compared with $4,821,334 in 1958.

Gross sales in downtown Denver showed a rise of $19,336,483 — $571,067,710 compared with $551,731,227 in 1958.

Gross sales in other areas of the city:

Northeast Denver — $419,601,018 in 1959 compared with $359,841,266 in 1958 for a gain of $59,759,752; east sector—$200,496,364 compared with $184,313,398 for a gain of $16,182,966; southeast—$90,714,672 compared with $76,508,434, a gain of $14,206,238; southwest — $143,518,841 compared with $123,268,826, a gain of $20,250,015; west — $313,877,345 compared with $283,593,216, a gain of $30,284,129; northwest—$221,892,472 compared with $193,640,782, a gain of $28,251,690.

Boundaries of the districts are E. and W. Colfax Aves., E. and W. Alameda Aves., Broadway, and the city limits, with the downtown triangle separated as one district.

Broken down into various categories of retail outlets, automotive and gas service dealers showed the greatest gain over the previous year—$437,560,175 in gross sales compared with $375,314,804, a gain of $62,245,371.

In the other categories: Building and construction material—up $56,365,898, from $383,929,125 in 1958 to $440,295,023; general merchandise (department, variety, dry goods stores) up $5,780,053, from $134,961,115 to $140,741,168; apparel and accessories up $5,682,758, from $54,966,564 to $60,649,322; furniture and home furnishings and equipment, up $22,950,320, from $191,974,785 to $214,925,105, and miscellaneous, up $38,198,361, from $432,170,959 to $470,369,990.

$24 MILLION GAIN

Gates Reports Record Sales

Gates Rubber Co. reports its best sales year in 1959, and expects the zoom of business volume to continue in 1960.

Clarence H. Mingle, executive vice president-marketing for the Denver firm, sixth largest rubber company in the world, disclosed Saturday that total sales in 1959 were $139 million.

That's a gain of $24 million—or 21 pct.—over 1958.

Mingle said in a year-end statement the company expects a gain of 15 pct. in the coming year over the 1959 record sales. He forecast a 1960

Shwayder Plans Big

an area now used for parking east of the present Shwayder plant at 1050 S. Broadway.

The Horizon line is the first 100 pct. bonded fiberglass luggage at a popular price.

$20

Colorado beet gr[illegible] paid an estimated $20.2 [illegible] in three initial payments for their 1959 crop by the Great Western Sugar Co., officials of the company said Wednesday.

The final payment for beets delivered after Dec. 1 is expected to total $1,541,934. [illegible] paid

Plans Bran[illegible] At Cherry Creek

Gano-Downs Co., a downtown Denver department store since 1882, will build a suburban [illegible] in the Cherry Creek [illegible]

sell the nation's

3rd fastest growing

major market

through

one of America's

great newspapers

CIRCULATION

Evening, except Saturday	256,513
Sunday	338,263
Empire Magazine and Comics	362,040

A. B. C. Publisher's Statement September 30, 1959

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

few papers anywhere cover their home city and trade area as effectively as the Denver Post

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.

NASHVILLE STILL UP THERE IN THE "First Ten" IN ROP COLOR

MEDIA RECORDS ● COLOR ROP ADVERTISING ● 1959

1. Milwaukee Journal
2. Chicago Tribune
3. Los Angeles Times
4. Miami Herald
5. Salt Lake City Tribune
6. Fort Worth Star-Telegram
7. Houston Chronicle
*8. THE NASHVILLE TENNESSEAN
9. Salt Lake City Deseret News Telegram
10. Minneapolis Star & Tribune
11. New Orleans Times-Picayune
12. Atlanta Journal & Constitution
13. Cincinnati Enquirer
14. Dallas Times-Herald
15. St. Paul Pioneer Press & Dispatch
16. Columbus Dispatch
17. Birmingham News
18. Denver Post
19. Cincinnati Post & Times-Star
20. Omaha World Herald

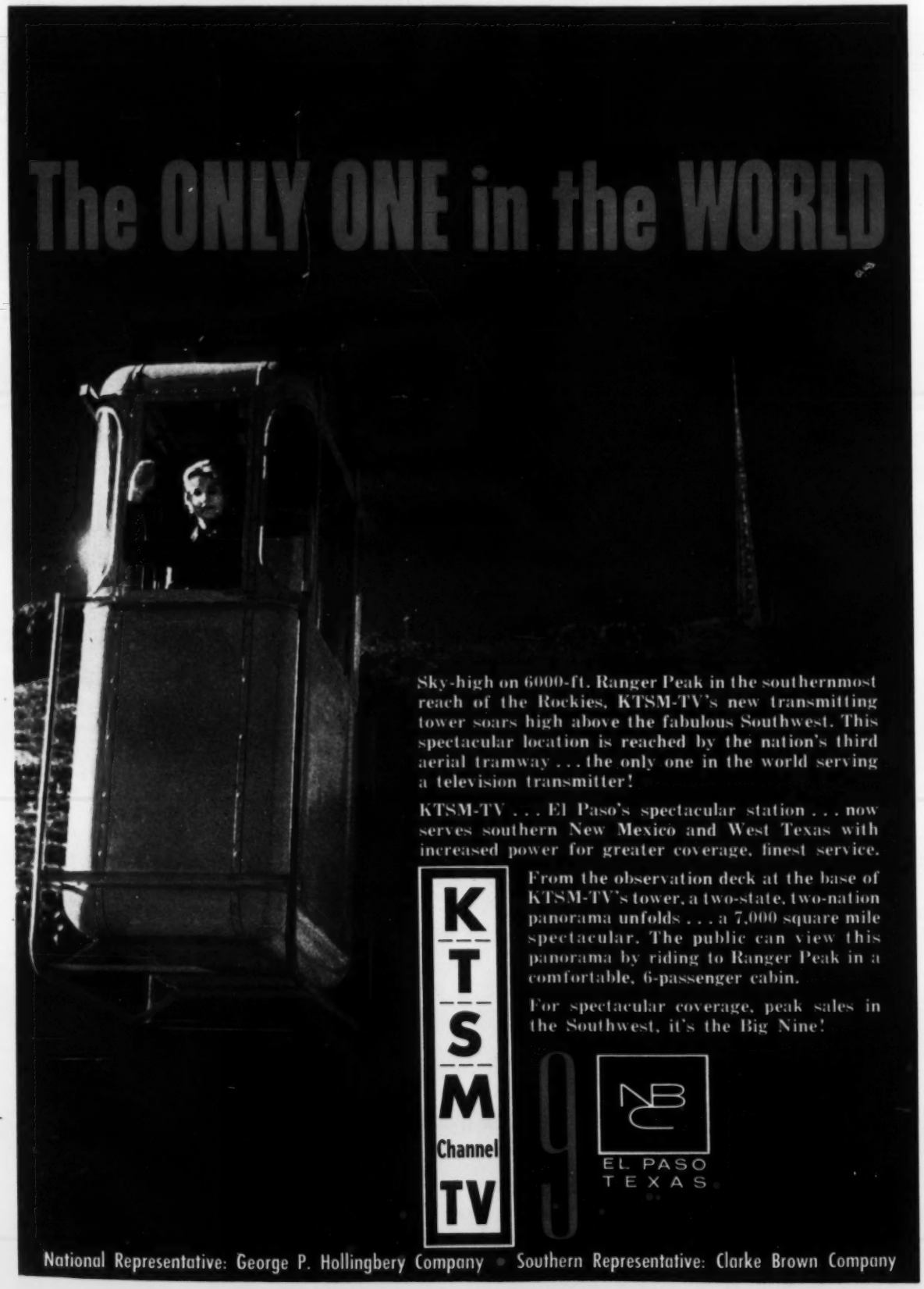
*THE NASHVILLE BANNER ranked 8th in the Nation and 1st in the South and Southwest among 6-day evening only newspapers.

A GOOD PRODUCT SELLS EVEN BETTER WHEN YOU USE R.O.P. COLOR IN THESE NEWSPAPERS

Nashville Banner
PLAN $16 MILLION IN HOMES
Evening

THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT
Morning ● Sunday

NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.


The ONLY ONE in the WORLD
Sky-high on 6000-ft. Ranger Peak in the southernmost reach of the Rockies, KTSM-TV's new transmitting tower soars high above the fabulous Southwest. This spectacular location is reached by the nation's third aerial tramway . . . the only one in the world serving a television transmitter!
KTSM-TV . . . El Paso's spectacular station . . . now serves southern New Mexico and West Texas with increased power for greater coverage, finest service.
From the observation deck at the base of KTSM-TV's tower, a two-state, two-nation panorama unfolds . . . a 7,000 square mile spectacular. The public can view this panorama by riding to Ranger Peak in a comfortable, 6-passenger cabin.
For spectacular coverage, peak sales in the Southwest, it's the Big Nine!
KTSM Channel 9 TV
NBC
EL PASO TEXAS
National Representative: George P. Hollingbery Company ● Southern Representative: Clarke Brown Company

Ferry Service to AD-ventures

AD-ventures Inc., Portland, Me., has been named agency for the Maine State Ferry Service, operated by the Maine Port Authority. Other new accounts added recently are Paris Mfg. Co., South Paris, Me.; Greater Laconia-Weirs Beach Chamber of Commerce, Laconia, N. H., and Ballard Oil & Equipment Co., Portland. Dwight Libby, recently retired after 33 years as account executive with McCann-Erickson and Tandy-Richards Advertising Ltd., Montreal, has joined AD-ventures staff, with responsibilities in the resort and travel field.

Landy Names Krekeler

Bernard M. Krekeler has joined Cye Landy Advertising Agency, Columbus, O., as a vp and will open a Cincinnati office for the agency. Location of the branch has not yet been selected. Mr. Krekeler formerly was an account executive at Rollman Advertising Agency, Cincinnati.

"I like to shoulder my responsibility"

GUARDIAN—*This ad, part of General Motors' new "circle of safety" campaign (AA, March 7), will run during April and May in Life, Look and The Saturday Evening Post. D. P. Brother & Co., Detroit, is the agency.*

Judge Delays Ruling in Suit Against Lanvin Parfums

NEW YORK, March 8—Justice Thomas Aurelio of the New York supreme court has reserved decision on an application by Lanvin Parfums Inc. and Edouard L. Cournand, its president, to dismiss a $1,000,000 action brought against them by Theodore Granik, radio-tv producer.

In his complaint, Mr. Granik, who is also a lawyer, said that in 1955 he "conceived the idea of promoting the name 'Lanvin of Paris' or 'Jeanne Lanvin of Paris' in conjunction with a series of stores throughout the U.S." He charged that the defendants "unlawfully and illegally appropriated" his idea and set up a corporation "for the purpose of capitalizing on the idea," which was not described in detail in the complaint.

■ In the defendants' brief, asking dismissal of the action, Lanvin said that the "idea" submitted by Mr. Granik involved the use by "Lanvin" of its name to identify a chain of stores which Lanvin would operate.

"Plaintiff proposed nothing more than a business venture, which never materialized—not an 'idea' exploitation, which was nothing more than the suggestion that defendant corporation exploit its own name," the defendants' brief asserted. #

Five Join 'SEP'

The Saturday Evening Post has added three members to its trade relations staff. They are Murray Keatinge, formerly with Remington Rand, Richard F. Aune, formerly with Carnation Co., and Irwin F. Robbins, formerly with the *Beverly Hills Citizen*. The *Post* also has named Joe A. Frazer, formerly with the *Minneapolis Star* and *Tribune*, to its Minneapolis sales staff and Eugene A. Van Ells, formerly with *Good Housekeeping*, to its Chicago sales staff.

ICS Sets Spot Drive

International Correspondence Schools, Scranton, Pa., after using spot tv in a four-market test, has decided to step up its schedule of the 2½-minute announcements to more than 50 markets. The campaign is set to get under way within the next four weeks. The time was placed through Mohr & Eicoff.

Mail Ad Corp. Names Liang

Yuan Liang, formerly research supervisor and chief statistician of the *Chicago Tribune*, has joined the Mail Advertising Corp. of America, Chicago, as director of marketing.

INCLUDED AT NO EXTRA CHARGE TO ADVERTISERS

One of the best known expressions around Washington, D.C. is "—and furthermore, I read it in The Star." It is used to settle arguments, dispel doubt and lend authority to an opinion.

Of what value is this to an advertiser? Simply this: When people show such stalwart faith in a newspaper, such high regard for what it stands for, they necessarily impart this feeling of loyalty to the paper's advertisers.

Cold statistics do not explain the remarkable pulling power of The Washington Star. But the

Extra Selling Thrust

that The Star gives your advertising shows up where it means most—in results.

THE WASHINGTON STAR
WASHINGTON, D.C.

Member of MILLION MARKET NEWSPAPERS, INC.

New York: 529 Fifth Avenue • Chicago: 333 N. Michigan Boulevard • Detroit: New Center Building

Los Angeles: 3540 Wilshire Boulevard • San Francisco: 111 Sutter Street

Special Florida Representatives: McAkill, Herman & Daley, Inc., Roosevelt Bldg., 4014 Chase Avenue, Miami Beach, Florida

Tucson

1959 Retail Sales in Metropolitan Tucson

UP 13% TO $343,760,958

Tucson Continues on the Grow!

The Arizona Daily Star Morning and Sunday

Tucson Daily Citizen Evening

If you want to cover Arizona the Star and Citizen are a must

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

Rose-Martin Adds 2 Accounts; Names Haller, Schiels

Rose-Martin, New York, has been named the first agency for Bell International Corp., New York, distributor of imported electronic equipment and cameras. Rose-Martin also has been named to handle advertising for 3D Glitter pens by O. E. Linck Co., Clifton, N. J. J. M. Kesslinger Associates formerly handled the account.

Rose-Martin has named George F. Haller, formerly with J. Walter Thompson Co., Chicago, associate media director, a new post, and Robert F. Schiels, formerly with Foote, Cone & Belding, a copywriter.

Mitchell to Honig-Cooper

Ed Mitchell, art director of Donahue & Coe, has joined Honig-Cooper & Harrington, Los Angeles, in the same capacity. Previously, he was with Foote, Cone & Belding and Doyle Dane Bernbach Inc.

Rippey, Henderson Wins 6 of 22 Awards in Denver Competition

DENVER, March 8—Awards for excellence in advertising were presented by the Denver Advertising Club last week in 22 categories. Rippey, Henderson & Bucknum and five of its clients took away awards in six of the 22.

Nike trophies were presented to advertisers and their agencies as follows:

Consumer magazines: Noreen Inc.; Bradley Lane Advertising (color); Witkin Homes; Westcott-Frye & Associates (b&w).

Farm and livestock papers: Pay Way Food Mills; Prescott & Pilz Inc.

Motion pictures: Directed and produced by William F. Haddon and G. C. Frye; Westcott-Frye & Associates.

Outdoor: Bennett's Paints; Rippey, Henderson, Bucknum & Co.

Direct mail: Colorizer; Rippey, Henderson, Bucknum & Co. (one or two colors); Mountain States Telephone; Rippey, Henderson, Bucknum & Co. (three or more colors); First National Bank of Denver; Mark Schreiber Advertising Inc. (campaigns of three or more mailings); Wilkerson Corp.; Welch, McKenna Inc. (booklets & catalogs).

■ **Newspapers:** (Under 1,000 lines, b&w) Greeley Gas Co.; Galen E. Broyles Co.; (1,000 lines or over) Denver U. S. National Bank; Rippey, Henderson, Bucknum & Co.; (b&w) Denver & Rio Grande Western Railroad, Westcott-Frye & Associates; (color) May-D&F department store, direct account.

Radio: (singing) Noreen Color Hair Rinse; Bradley Lane Advertising; (voice only) Deane Buick; Nicholas Nagle Advertising.

Television: (20 seconds or less) Mountain States Telephone; Rippey, Henderson, Bucknum & Co.; (over 20 seconds) J. C. Penney Co.; Rippey, Henderson, Bucknum & Co.

Trade journals: (b&w) Hamilton-Hathaway Instrument Mfg. Co.; Galen E. Broyles Co.

Point of purchase: (inanimate floor display) British Motor Corp.; Arnold & Co.; (inanimate counter or table display) Heiland division, Minneapolis Honeywell; Tool & Armstrong Advertising.

Packaging: Rocky Mountain Metal Products Co.; Bradley Lane Advertising.

Court Backs Chicago Transit Refusal to Display Ad

An injunction suit filed in superior court in Chicago, seeking to force the Chicago Transit Authority to display certain ads on its buses, has been dismissed. It was filed by Muhammad's Temple of Islam, a Negro sect which wanted to advertise a convention. The group charged that it was being discriminated against by the CTA because the publicly-owned utility refused to accept the ads.

Judge Grover C. Niemeyer ruled the sale of advertising by the CTA was a private function. The CTA said it turned down the ads because the sect is "controversial."

P&G's Secret Goes National

Procter & Gamble Co. has expanded the distribution of its new deodorant, Ice-Blue Secret, on a nationwide basis after more than two years of test marketing. Network and spot tv, Sunday supplements and dailies are being used by Leo Burnett Co. for the Secret promotion. It is P&G's first deodorant and is available in cream or roll-on.

Chemstrand Boosts Morse, Fay

Chemstrand Corp., New York, has promoted Murray H. Morse to the new post of director of marketing administration and Arthur S. Fay to assistant to the director of advertising and promotion. Mr. Morse formerly was manager of industrial merchandising; Mr. Fay previously was supervisor of retail services.

Dorese Joins Masthead

Carl Dorese, who formerly operated his own promotion company, has been named to the new post of director of sales development of Masthead Corp., New York, creator and producer of advertiser-sponsored booklets.

covers the entire State of Nebraska* daily, better than any Boston paper covers the Boston metropolitan area.

*A vital, growing market of 1.6 million people with $2.7 billion to spend.

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

ABC Audit—Daily: 247,665
Sunday: 260,511

*Based on latest ABC Audit Reports and population figures from 1959 Sales Management Survey of Buying Power.

Omaha World-Herald

Less than 5% duplication of circulation, morning and evening.

in the PITTSBURGH AREA

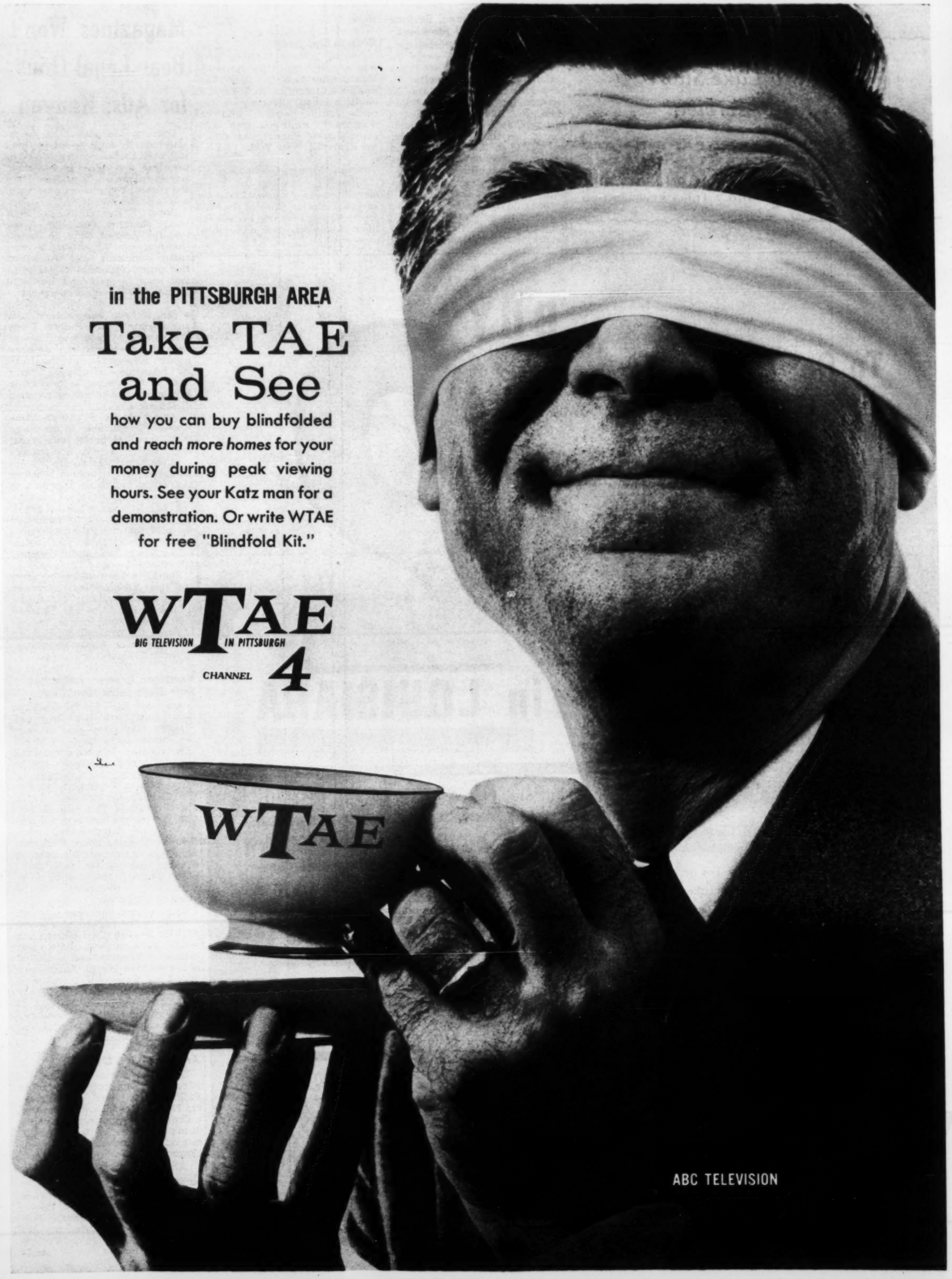
Take TAE and See

how you can buy blindfolded and *reach more homes* for your money during peak viewing hours. See your Katz man for a demonstration. Or write WTAE for free "Blindfold Kit."

WTAE

BIG TELEVISION IN PITTSBURGH

CHANNEL **4**



ABC TELEVISION

Switch to Lake Shore
for faster service!

ELECTROTYPES · NEWSPAPER MATS
REILLYTYPES · PLASTIC PLATES

LAKE SHORE ELECTROTYPE DIVISION
1224 W. VAN BUREN · CHICAGO 7, ILL. · SEeley 8-1010

Doner Gets Stephano, Resigns Venice; Adds Staff Members

Stephano Bros., Philadelphia, has appointed W. B. Doner & Co., Philadelphia, to handle its Jaguar brand of premium cigarets. Doner's Philadelphia office also has resigned the account of Venice Maid Co., Vineland, N. J., food packager, as a result of the addition of San Giorgio Co., of Lebanon, N. J., to its client list. Both companies produce spaghetti sauce, resulting in a conflict.

Doner's Baltimore office has appointed Richard Eckler and Gil Savitsky to its staff. Mr. Eckler was most recently associated with VanSant, Dugdale, Baltimore. Mr. Savitsky comes to Doner from Ted Bates & Co., New York City.

Keen to Lippincott

Donald G. Keen, formerly press relations director of the American Management Assn., has joined Lippincott & Margulies, New York, as public relations director. He succeeds Judith Randall, who has resigned to form her own company, Judith Randall Associates, 149 E. 61st St., New York.

'Journal' Names Gleason

Joseph P. Gleason has been named to head the new Milwaukee advertising sales office of the *Wall Street Journal* in the Plankinton Bldg. He formerly was on the Chicago staff.

Magazines Won't Bear Legal Onus for Ads: Kenyon

DETROIT, March 8—The magazine industry let it be known here last week that its advertising skirts are clean, and rigged tv shows and payola "alone are responsible" for the current controversy over truth and taste in advertising.

Robert E. Kenyon Jr., president of the Magazine Publishers Assn., told the Adcraft Club of Detroit that magazine advertising is "virtually complaint free." He added that prime responsibility for truth and taste in magazines lies with the advertiser and his ad agency.

■ Mr. Kenyon also warned that any attempt by the Federal Trade Commission to hold magazines as well as advertisers and agencies legally responsible for the truth in magazine advertising "may have to be resisted as censorship and an encroachment on freedom of the press."

He assured the FTC that magazines "are well able to discharge their share of public and moral responsibility without additionally sharing legal responsibility—in fact, we would question whether this might not be an approach to that censorship which we must resist at all times." Earl Kintner, FTC chairman, recently expressed the hope that it would not be necessary to hold media "as parties respondent in false and misleading advertising cases."

The MPA head said advertisers and their agencies must shoulder primary responsibility for truthfulness and taste in ads "because their products and services are offered to the consuming public in messages over their signatures, paid for by them." #

American Exporter Launches New Electronics Monthlies

American Exporter Publications, New York, will introduce two monthly magazines—one in English and one in Spanish—in the fall to cover the telecommunications and industrial electronics fields. The English edition, *International Electronics*, will circulate in Europe, Middle and Far East, Africa and the Pacific. The Spanish edition, *Electronica Internacional*, will go to Latin America and other Spanish-speaking areas. Both editions will appear as pilot issues in October with regular issues starting in January, 1961. Initial circulation (to be controlled) will be about 10,000 for each edition.

The b&w one time page rate will be $465 for the English edition and $330 for Spanish. Two editions will sell for $720. Hugh M. Hyde, vp of American Exporter and publisher of *Automotive World, Automotive World en Espanol, Industrial World, Industrial World en Espanol*, will be publisher. Herman J. Lavin, vp and advertising manager of all company publications, will handle advertising.

Aronson to L & C Mayers

Robert L. Aronson, formerly advertising manager of Florida Fashions, has joined L & C Mayers, New York mail order company, a division of American Merchandising Corp., as vp in charge of catalog production. He succeeds Howard Gold, who has resigned.

Gevaert Names Kameny

Gevaert Co. of America, New York subsidiary of Gevaert Photo-Producten N. V., Antwerp, Belgium, has appointed Kameny Associates, New York, to handle U.S. advertising for its line of sensitized products.

To Get to
MONEYED
HOUSEHOLDS

BUY
2
in LOUISIANA

Buffalo, N.Y.	*$6510
BATON ROUGE	$6455
Albany-Troy, Schenectady	$6420
Houston, Texas	$6310
Los Angeles, Long Beach	$6306
Dallas, Texas	$6229
Utica-Rome, N.Y.	$5930
SHREVEPORT	$5796
NEW ORLEANS	$5676

* Source of all figures for these Metropolitan areas: SM Survey, 1959 Effective Buying Income per household.

Houston, Dallas, Los Angeles — rich markets, yes. But they pale in power compared with Baton Rouge. Louisiana's second market in size is *first* in effective buying income per household. To blanket the buyers, buy two in Louisiana — one for size, and 2 in Baton Rouge for quality.

WBRZ
ABC NBC Channel 2
BATON ROUGE, LOUISIANA
TOWER: 1001 FT. POWER 100,000 WATTS
REPRESENTED BY HOLLINGBERY

"But Artie, you forget that the Old Man went to Harvard, too—the Business School. And he still has that sharp pencil! He wants the New York News because, on top of everything else, it's got 2,200,000 exclusive readers that we miss in other papers. And 65% of them are in over-$5,000 families. Why pass up an advantage like that?"

Ho-Hum Crasher!

Does your advertising invoke yawns? Let Bott awaken it to evoke action and results! Chicago Phone HA 7-9187

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

Hoffman Names Pique VP; Bright to Head New Division

In an expansion of its marketing program, Hoffman Electronics Corp., Los Angeles, has appointed Z. W. Pique to the new post of vp-marketing and has named Donald C. Bright general manager of its new industrial electronics division. Mr. Pique was formerly a marketing executive at Hughes Aircraft Co. and Texas Instruments. Mr. Bright was formerly a division sales manager of Radio Corp. of America. Hossman also has transferred Robert Gordon, previously advertising coordinator of the consumer products division, to the new post of assistant to the director of corporate advertising. William Lingas, formerly with Robinson, Fenwick & Haynes, succeeds Mr. Gordon.

Name Adwoman-of-Year Jury

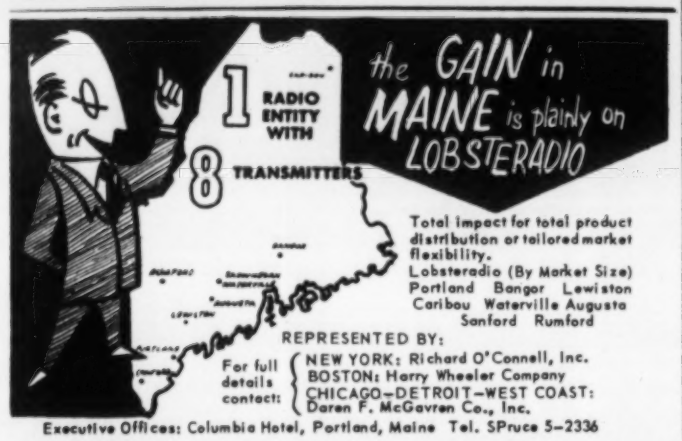
A jury of five has been appointed to select the 1960 Advertising Woman of the Year. The judges are Bea Adams, vp of Gardner Advertising Co., St. Louis; Felix W. Coste, president of Outdoor Advertising, New York; Melvin G. Grinspan, Sam Shainberg Co., Memphis; Mrs. Mabel Obenchain, Famous Features Syndicate, Chicago; and John G. Ragsdale, assistant to the sales vp of General Tire & Rubber Co., Akron. Nominations for the award, now in its 13th year, must be postmarked by April 1 and sent to Advertising Federation of America, 250 W. 57th St., New York.

Ross, Flink Adds Six Accounts

Ross, Flink & Livengood, Peoria, Ill., has been named to handle advertising for Berglund Tractor & Equipment Co., Napa, Cal.; Burford-Toothaker Tractor Co., Birmingham, Ala.; Michigan Tractor & Machinery Co., Detroit; Nagle-Hart Inc., Madison, Wis.; Witt-Armstrong Equipment Co., Springfield, Ill., and Illinois Mutual Casualty Co., Peoria.

Strecker Joins Quaker Oats

Roger W. Strecker has joined Quaker Oats Co., Chicago, as advertising manager for hot cereals. He formerly was an account executive at Tatham-Laird, Chicago.


1 RADIO ENTITY WITH 8 TRANSMITTERS
the GAIN in MAINE is plainly on LOBSTERADIO
Total impact for total product distribution or tailored market flexibility.
Lobsteradio (By Market Size)
Portland Bangor Lewiston
Caribou Waterville Augusta
Sanford Rumford
REPRESENTED BY:
For full details contact:
NEW YORK: Richard O'Connell, Inc.
BOSTON: Harry Wheeler Company
CHICAGO–DETROIT–WEST COAST: Daren F. McGavren Co., Inc.
Executive Offices: Columbia Hotel, Portland, Maine Tel. SPruce 5-2336

Get Into TV Tape, McMahan Urges Hollywood Producers

Los Angeles, March 8—An ex-Hollywood tv commercials producer returned here last week to "ring an alarm and tell some of the boys in Hollywood to wake up."

Speaking before the Advertising Club of Los Angeles, Harry Wayne McMahan, tv commercial consultant and Advertising Age columnist, said, "New Yorkers are often accused of never looking west of the Hudson, but it is equally true the people in Hollywood seldom look east of Las Vegas."

Mr. McMahan said he was making a plea for Hollywood producers to get into tape, because there is a need for their know-how skill, craftsmanship and experience. Despite this, he said, it appears most Hollywood producers are not fully aware of what is happening with tv tape.

■ He gave these statistics and predictions: Last year tape commercials volume in New York totaled $6,000,000, with networks accounting for half of this. Hollywood may have lost as much as $6,000,000 in filmed commercial business to tape production in the last two years; Hollywood will lose $2,000,000 of commercials business to Chicago in the next year.

In Mr. McMahan's opinion, there is still a great need for better commercials, and the union of Hollywood talent and tape can make them possible.

■ There are factors working against Hollywood, he said. One is a trend that started three years ago when New York lacked many technical facilities. This situation has been remedied and New York has everything needed for film production. The second factor is that of expense involved in sending creative teams from New York to Hollywood for production. Improved New York facilities make this unnecessary. The final factor is the emergence of tape.

Mr. McMahan decried the selling of tape as "cheaper." "This is," he said, "a lot of malarkey. And even if you do save with tape, the savings should be used to get better production."

To him, tape brings the advantages of immediacy, believability, live quality, the greater flexibility of a tv camera, as compared to a film camera, and the fact it is possible to see what you have immediately, thus minimizing protection or alternate shots. #

Myzon Laboratories Names Henri, Hurst as New Agency

Myzon Laboratories, Chicago, manufacturer of animal health products and feed additives, has named Henri, Hurst & McDonald, Chicago, as its agency. Arthur Meyerhoff Associates, Chicago, is the former agency.

Mr. Meyerhoff sold Myzon last year to Gray Realty Co., Benton Harbor, Mich., a company owned by Elisha Gray, board chairman of Whirlpool Corp. (AA, Nov. 30, '59). Myzon reportedly bills about $100,000.

Color Food Ads Get Results

The American Lamb Council, Denver, reports "fantastic results" by retailers using three-color mats supplied by the council. One example is the Sure Save Food Marts, which used the council's color service for a special lamb promotion. The result was an 800% increase in carcasses sold over a normal week, and a 15% increase over a previous lamb sale, which featured blue ribbon lamb from the Chicago International Live Stock Show, the lamb promotion group says.

"Made it after all! Didn't take us any time to agree on Huntington-Charleston and WSAZ-TV!"

HUNTINGTON-CHARLESTON is the TV market with obvious vitality sticking out all over it. Couldn't be otherwise with so many of America's vital industries bulging this 68-county Dynamic Circle. Note: this area occupies a healthy chunk of 4 states astride the great Ohio River Valley. Over 2 million people here. Over 440,000 TV homes. Buying power: over $4 billion. It's a market only WSAZ-TV covers—because WSAZ-TV coverage *created* it. Share of market? *Best* of any NBC station in 3-station market in the U.S.A. Call Katz Agency for more reasons why so many advertisers have made a must-buy of Huntington-Charleston and WSAZ-TV.

WSAZ-TV
HUNTINGTON • CHARLESTON

CHANNEL 3 NBC

"BEST LIKED" BY FAR

Getting a magazine into the home is one thing. Getting it into the heart is something else again. That's why we're so proud of the facts disclosed in a new Hooper survey: LADIES' HOME JOURNAL, when found in the same home with Good Housekeeping or McCall's, was liked best by 50% more women than Good Housekeeping and 63% more than McCall's. Its margins over Life and Look were even greater.*

Final proof of the Journal's best-liked status is at the point-of-sale... newsstands. Here, where quarters plus dimes change hands and where magazines are most sensitive to public attitude, LADIES' HOME JOURNAL continues to outdistance the field (as it does in total circulation, too).

Just-in February figures show another substantial gain in newsstand sales over a year ago.

Ladies' Home Journal

A CURTIS PUBLICATION

**Like to see the facts and figures from the new Hooper survey? Your Journal salesman has them.*

Artist' Boosts Saunders

Ellene Saunders, of the advertising department of *Artist*, New York, has been promoted to advertising manager, succeeding John Wolff, who has been named general manager of the publication.

JERE PATTERSON
& ASSOCIATES
INTERNATIONAL
ADVERTISING AND
MARKETING COUNSEL
9 Rockefeller Plaza, New York 20, N.Y.

King Joins Kreer Agency

William L. King, formerly with H. C. Christians Co., Chicago, dairy marketing company, has joined H. B. Kreer & Co., Chicago, as an account executive.

T'AINT NECESSARILY SO!

Lots of folks think Lubbock and the West Texas area are mostly cowboys and Indians. T'aint necessarily so.

We've got a lot of non-cowpokes too. 145,000 of us right in the city limits with $184,438,239.29 deposited in the banks.

And we dearly love to spend it for new and different products that make living better.

LUBBOCK AVALANCHE-JOURNAL
MORNING · EVENING · SUNDAY LUBBOCK, TEXAS
ROP Color Available All Issues

Ad Volume in Business Papers, February and Year to Date

February/*Volume 4.4% (in pages) over 1959*

Industry Division	1960	1959	Page Change	Percent Change
Manufacturing	13,581	12,599	+ 982	+ 7.8
Transportation	3,748	3,441	+ 307	+ 8.9
Mining	752	698	+ 54	+ 7.7
Petroleum & Gas	1,868	1,801	+ 67	+ 3.7
Construction	6,979	6,688	+ 291	+ 4.4
Food	1,144	1,178	− 34	− 2.9
Distribution & Services	4,544	4,786	− 242	− 5.1
Institutional	2,849	2,692	+ 157	+ 5.8
Government	445	442	+ 3	+ 0.7
Export-import	913	947	− 34	− 3.6
Farm & fisheries	227	222	+ 5	+ 2.3
Total	**37,050**	**35,494**	**1,556**	**+ 4.4**

Year to date/*Volume 4.0% (in pages) over 1959*

Industry Division	1960	1959	Page Change	Percent Change
Manufacturing	25,771	24,143	+1,628	+ 6.7
Transportation	6,854	6,277	+ 577	+ 9.2
Mining	1,364	1,296	+ 68	+ 5.2
Petroleum & Gas	3,366	3,494	− 128	− 3.7
Construction	13,558	13,289	+ 269	+ 2.0
Food	2,242	2,221	+ 21	+ 0.9
Distribution & Services	9,166	9,149	+ 17	+ 0.2
Institutional	5,554	5,191	+ 363	+ 7.0
Government	862	836	+ 26	+ 3.1
Export-import	2,166	2,243	− 77	− 3.4
Farm & fisheries	441	440	+ 1	+ 0.2
Total	**71,344**	**68,579**	**+2,765**	**+ 4.0**

Sealy Mattress Names Ardee

Sealy Mattress Co. of Western New York, Rochester, has named Ardee Associates, Rochester, as its agency, effective April 1. Hart-Conway Co., Rochester, is the former agency.

Nelson Joins 'L.A. Times'

Robert D. Nelson, formerly assistant general sales manager of Oscar Mayer Co., Madison, Wis., has been appointed assistant to the marketing manager of the *Los Angeles Times*.

Business Paper Ad Volume Up 4.4% in February: 'IM'

CHICAGO, March 8—Advertising page volume in the business publications rose 4.4% last month over the volume reported for the same month in 1959. For the year to date, the two-month totals are 4% higher than the corresponding 1959 figure.

With tabulations based on basic industry groupings, *Industrial Marketing's* monthly report of the volume in 343 business publications showed that in February, 33 publications serving the transportation industries posted the largest percentage page gain—8.9%, and the second largest total page increase—307 pages.

Reversing the pattern, 120 manufacturing industries publications ranked first in total page gain—982 pages for February, and second in percentage page gain—7.8%.

■ On a year-to-date basis, transportation publications again led the field in percentage increase—9.2%, and were second in total pages gained—577 pages higher than last year.

Second place in the year-to-date column for February is held by 22 publications reporting in the institutional markets category. They registered a 9.2% page gain over last year, representing a 577-page increase over the 1959 totals.

The manufacturing industries publications topped the field in total pages gained—1,628—for the first two months of this year, and ranked third in percentage gain with a 6.7% increase over 1959. #

Equitable Expands Ad, PR, Publications Departments

Equitable Life Assurance Society's advertising, publications and press relations department has been expanded into four divisions under the over-all supervision of Charles R. Corcoran, vp. Goldie Dietel, formerly supervisor of sales promotion, has been named manager of the advertising and promotion division. The press relations division is under supervision of Henry Lloyd, formerly director of publications.

Forest Skogvold, formerly editor of "Equinews," company employe magazine, is manager of publications.

Wallace Buys Catalogs

Wallace Publishing Co., Montreal, has purchased two annual catalogs from Guild Publications, Toronto, bringing its total number of publications to 17. The catalogs are *Architectural and Building Catalog* and *Engineering and Industrial Catalog*.

Dayton Rubber Becomes Dayco

Shareholders of Dayton Rubber Co. have voted to change the name of the corporation to Dayco Corp. More than 85% of those voting favored the change.

As served at Dunbar's by Albert Cantey

Jambalaya ... OLD NEW ORLEANS FAVORITE

Here's how to make it!

Cook 2 chopped onions, 1 can tomatoes and ½ can tomato paste in 4 tablespoons butter for 10 minutes, stirring. Add 4 cloves garlic, 2 pieces celery, ¼ green pepper, ½ teaspoon thyme, 1 teaspoon parsley, 3 cloves—all finely chopped—and cook ½ hour, stirring. Stir in 1 pound diced boiled ham, 2 pounds peeled boiled shrimp; cook 10 minutes. Stir in 3 cups cooked rice. Season with salt, black pepper, cayenne. Simmer ½ hour. Serve with a bottle of chilled rosé wine.

WWL-TV... New New Orleans Favorite

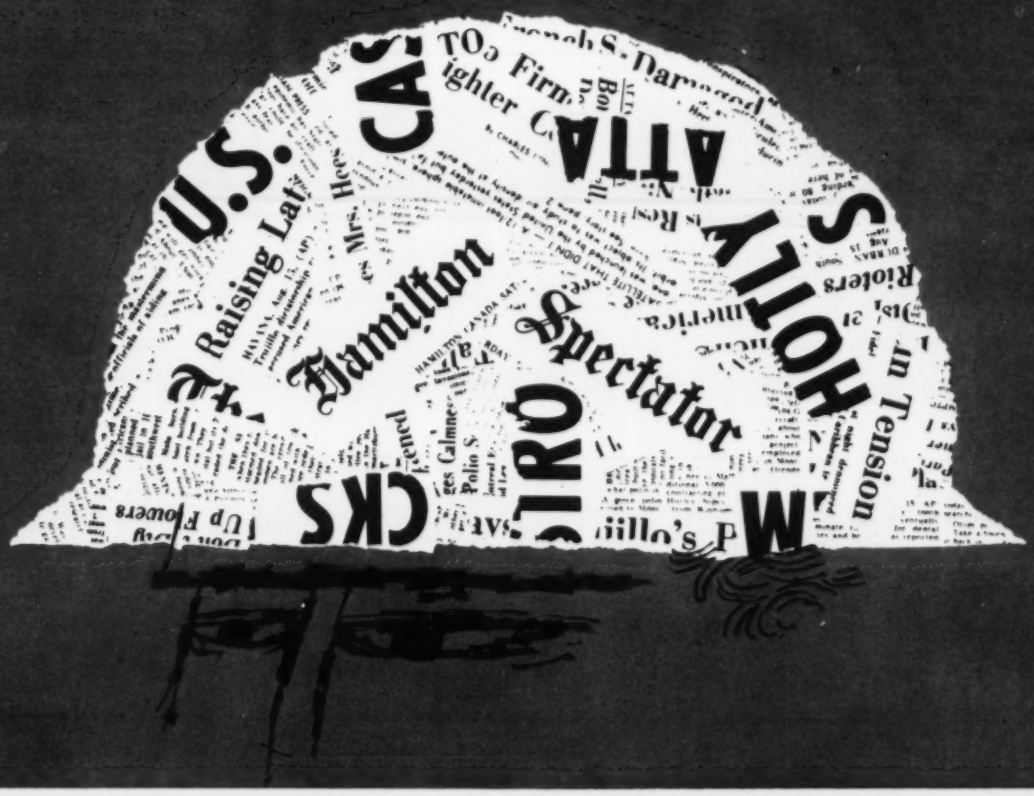
How ya gonna keep 'em seated for the commercial? WWL-TV does it with a bright new series of station ID's—catchy sound and animation! Audiences stay put at station break time; advertisers get the most effective background possible for their spot sales messages. Alert programming like this is another factor that has established WWL-TV as the *new* New Orleans favorite.

Gourmet tastes? *Then write today for your gift copy of WWL-TV's new New Orleans Cookbook, "HOW TO PLEASE A GOURMET." Just off the presses—and loaded with wonderful old Creole recipes. Write: Promotion Dept., WWL-TV, 1024 North Rampart, New Orleans, La.*

CBS WWL-TV NEW ORLEANS

Represented Nationally by Katz

210,395 ADULTS* READ THE HAMILTON SPECTATOR EVERY DAY!



This is a fact few sales-conscious executives can ignore. The Hamilton market is big . . . it's important . . . it's lucrative. • Here is a market that already boasts more than $406,000,000 in retail sales and is growing every day. It's one of Canada's top industrial cities . . . home of the country's number one steel producer and 100 other important manufacturers who turn out a gross annual value of production totalling more than $1,090,000,000. • To sell this prosperous, *growing* market of 381,300 people, you must use The Hamilton Spectator. Ninety-six per cent of the Spectator's city zone circulation is home delivered. In fact, more Spectators are sold in Hamilton than there are households. (Circulation 102,085 A.B.C. March 31, 1959).

**15 years of age and over*

YOU GET **ACTION** WHEN YOU ADVERTISE IN
The Hamilton Spectator
ONE OF THE EIGHT SOUTHAM NEWSPAPERS IN CANADA

The other Southam Newspapers are: THE OTTAWA CITIZEN • THE NORTH BAY DAILY NUGGET • THE WINNIPEG TRIBUNE • THE CALGARY HERALD • THE EDMONTON JOURNAL • THE MEDICINE HAT NEWS • THE VANCOUVER PROVINCE (Published for Pacific Press Ltd.)
TORONTO THE SOUTHAM NEWSPAPERS, 88 UNIVERSITY AVE., K. L. BOWER, MANAGER. **MONTREAL** THE SOUTHAM NEWSPAPERS, 1070 BLEURY ST., J. C. McCAGUE, MANAGER. **UNITED STATES** CRESMER & WOODWARD INC. (CAN. DIV.), NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA.

Harry Bitner, 76, Retired Hearst Exec, TV Pioneer, Is Dead

DELRAY BEACH, FLA., March 8—Harry M. Bitner, 76, former general manager of Hearst Newspapers and former board chairman of Consolidated Radio & Television Broadcasters until it was purchased by Time Inc., was killed in an automobile collision here last night.

A native of Kutztown, Pa., Mr Bitner joined Hearst in 1922, served as general manager of Hearst Newspapers from 1931 to 1937; as regional supervisor of the *Detroit Times* and *Pittsburgh Sun-Telegraph* from 1937 to 1939, and publisher of the *Sun-Telegraph* from 1939 to 1945, when he announced his retirement.

■ Mr. Bitner is credited with establishing the first tv station, WFBM-TV, Indianapolis, in the 1940s. Since then he had acquired a total of three radio and three tv stations in Minneapolis, Indianapolis and Grand Rapids, all under a parent company, WFBM Inc. The company name was changed to Consolidated Radio & Television Broadcasters in 1954, when public stock was issued.

Consolidated was purchased for $15,750,000 in 1957 by Time Inc. (AA, March 11, '57).

JAMES H. NASH

ST. THOMAS, VIRGIN ISLANDS, March 8—James H. Nash, 67, founder and, until his retirement two years ago, president of Jim Nash Associates, New York industrial designer, died March 3 of a heart attack at his home here.

Mr. Nash, a native of Cincinnati, was graduated from the Art Students League of New York and at 19 won a national award for his design of a "Made in U.S.A." trademark used after World War I.

He served successively with J. Walter Thompson Co., U.S. Lithography Co. and Batten, Barton, Durstine & Osborn, where he spent eight years in charge of packaging and point of sale, prior to founding the company bearing his name in the early 1930s.

In 1932, Mr. Nash won the nation's oldest award for package design, the Irwin D. Wolf Trophy of the Package Designers Council, for his packaging for Du Pont antifreeze. He was a founder of the council, served three terms as its president, and was an honorary life member.

■ His designs included Socony Mobil Oil Co.'s flying red horse and packages for many household and food products, such as Bon Ami, Junket mixes, Quaker, Aunt Jemima, Duff's and Swans Down cake mixes, Log Cabin syrup, Welch's grape juice, Mazola, Karo, Linit, McCormick spices, Sterling salt and Ken-L-Ration dog food.

C. BRUCE EARNEST

BALTIMORE, March 8—C. Bruce Earnest, 65, former promotion director for the A. S. Abell Co., publisher of the *Baltimore Sunpapers*, where he served 40 years, died March 1.

Born and raised in Williamsport, Pa., Mr. Earnest began his newspaper career on *Grit* at the close of World War I. He later became a reporter for the *Harrisburg Patriot*, and joined the *Sunpapers* in 1920 where he successively worked as a sports, political and feature writer.

Working his way up through the ranks as assistant city editor, city editor and assistant to the executive editor, Mr. Earnest was appointed assistant to the president of the A. S. Abell Co. in 1948. In 1951, he was made director of promotions, public relations and personnel, a post he held until illness forced his retirement last year.

HENRY M. RUNDLE

FORT LAUDERDALE, FLA., March 8—Henry M. Rundle, 63, manager of commercial development of Radio Corp. of America's tv division, Cherry Hill, N. J., died here Feb. 26.

He was credited with introducing illustrated covers for record albums. Mr. Rundle joined RCA in 1930 as an advertising artist in the company's Harrison, N. J., plant, and was named art director at the Camden plant two years later.

In 1944, he was appointed manager of RCA Victor home instrument styling, and in 1946 was given the company's award of merit for outstanding achievement.

ANDREW GEMMELL

MONTREAL, March 8—Andrew Gemmell, 80, for many years advertising supervisor of the *Montreal Star*, died Feb. 28. A native of Scotland, he joined the *Star* staff 50 years ago and served as advertising supervisor until his retirement in 1951.

Clarke Brown Adds Stations

Clarke Brown Co., Dallas, broadcast representative, has been named to represent WALA and WALA-TV, Mobile; KXOA, Sacramento; KJOY, Stockton, Cal.; KSWO, Lawton, Okla., and KSWO-TV, Lawton-Wichita Falls, Tex.

Randall Elects Crooks

Lee Crooks has been elected president of Fred M. Randall Co., Detroit, succeeding H. Ross Mack, who became chairman of the board. Mr. Crooks has been exec vp for two years.

Attention Admen!

fit type IN SECONDS!

Tens of thousands of artists, ad'men, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct. *Money-back guarantee!*

HABERULE

Box AA 245, Wilton, Conn.

USE "THE MOST

Because here you can

SPEAK SELECTIVELY, SIMULTANEOUSLY ...COAST-TO-COAST

Haven't you often wanted to be able to *select* your sales markets region by region . . . advertise to them *individually* . . . with the convenience and total impact of *national* advertising?

Using The Wall Street Journal, you can have all the benefits of flexibility plus all the advantages of national coverage.

The Journal publishes 4 daily regional editions. You may advertise in any one, any combination or in all of them. *If you choose, you can run up to four different pieces of copy all on the same day*! Use this maneuverability to highlight various products for various geographical or seasonal buying patterns . . . or to shift headlines for localization purposes . . . or the many, many other ways you can put more muscle in your advertising by making it more pinpointed to your readers' interests.

If you're looking for new and better ways to make your advertising more productive, check into The Wall Street Journal's total flexibility story—freedom of *market*, freedom of *size*, freedom of *time*, freedom of *copy*.

Ford, R. J. Reynolds, GF and Bristol-Myers Shift TV Shows

Tv advertisers again are planning early for fall. Ford Motor Co., which will drop the weekly "Ford Startime" (NBC) as of June, is negotiating to put "Alfred Hitchcock Presents," now aired on CBS-TV by Bristol-Myers, into half of the NBC "Startime" hour. Also at NBC, R. J. Reynolds Tobacco Co. and Bristol-Myers will drop "Johnny Staccato" on March 24. The vacated time spot—Thursday at 8:30 p.m., EST—is available for summer, but Reynolds is considering the "Tall Man," a western, as a replacement in the period for fall on an alternate basis.

At CBS, General Foods is considered a likely prospect to sponsor "Angel," a situation comedy, and the new Andy Griffith show for the 1960-61 season. These shows are expected to replace Betty Hutton and the "Zane Grey Theater." Carter Products and Toni will leave "To Tell the Truth" at the end of March, with no replacement backers set as yet.

Dwight Bohmbach Adds Three

Dwight Bohmbach & Co., Chicago, advertising consultant, has named Ray Klaus, previously director of advertising with Frederick Post Co., production manager, Stan Schrero, formerly art director at Burton Browne Advertising, art director, and Dick Cradу, formerly copy supervisor at Helene Curtis Industries, a copywriter.

Carling Boosts Thomas

Carling Brewing Co. has named Robert J. Thomas to the new post of eastern divisional marketing manager. He was formerly regional advertising manager in the company's plant at Natick, Mass.

Information for Advertisers

"Printing of Polyethylene," a booklet describing the treating of polyethylene for printing, such as chemical, flame and electronic, and known methods for printing polyethylene, has been published by **U. S. Industrial Chemicals Co.** Copies of the booklet are available from Philip Gisser, U. S. Industrial Chemicals Co., a division of National Distillers & Chemical Corp., 99 Park Ave., New York 16.

• "Beauty Secret Trends, 1955-1959, a Compilation of Product Usage Data," based on **Good Housekeeping** Consumer Panel Reports—Beauty Secrets, 1955, 1957 and 1959, has been published by *Good Housekeeping*. Additional information is available from Lorna Opatow, research director, *Good Housekeeping*, 57th St. at 8th Ave., New York 19.

• **McGraw-Hill** has published a 12-page, two-color booklet, "How to Make Your Selling More Productive & Less Costly." Copies may be obtained by writing the direct mail division, McGraw-Hill Publishing Co., 330 W. 42nd St., New York 36.

• How editors of daily newspapers in cities of 25,000 or more population read and rate the six magazines in the news and management field is contained in **U. S. News & World Report's** Research Report No. 84. Additional information is available from William E. Robertson Jr., director of marketing and research, *U. S. News & World Report*, 45 Rockefeller Plaza, New York.

• Steps and developments undertaken "To Meet the Continuing Challenge," posed by demands of earth moving and construction equipment users for better machines, are detailed in an eight-page booklet by that name, published by **Caterpillar Tractor Co.** Copies of the booklet are available from Caterpillar dealers or by requesting Form DE936 from the advertising division, Caterpillar Tractor Co., Peoria, Ill.

• **Advertising Research Foundation's** annual report and a folder, "Statement of Objectives & Policies," are available on request from Advertising Research Foundation, 3 E. 54th St., New York 22. Included in the annual report are statements on ARF progress and plans, its annual conference and the foundation's consultation facility.

• **Funspot** has published its third annual study on the amusement-recreation industry during 1959. Included in the study are data on gross sales volume and investment; attendance; types, expansion, diversification, locations and ownerships of facilities; food and drink facilities, types, expansion, investment, expenditures and percentage of gross sales; and industry growth.

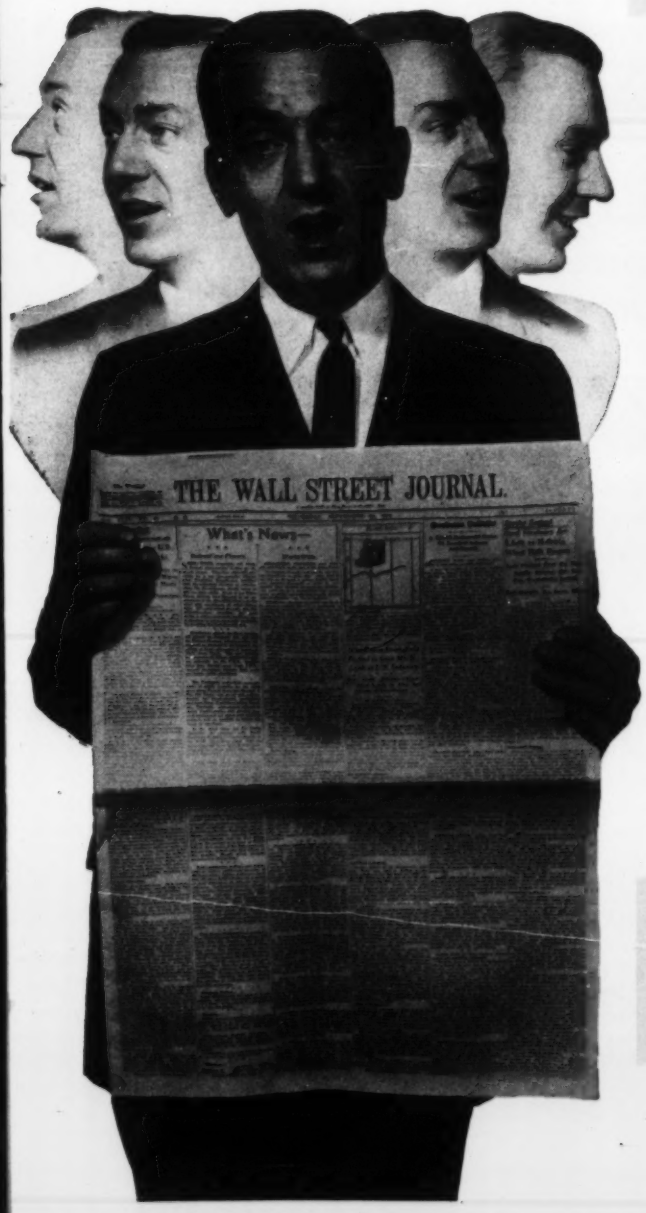
'American Restaurant' Promotes Pelletier, Adds 3 to Staff

Phil Pelletier has been named national sales manager of *American Restaurant*. Additions to the sales staff of *American Motel* and *American Restaurant* are Robert A. Everett, formerly of CBS in Chicago, who will cover Wisconsin, Minnesota and part of Chicago; G. Warren Carhart, formerly with Standard Rate & Data Service and Pool Publications, who will cover eastern Michigan, Ohio and western Pennsylvania, and Robert A. Mole, formerly of *Food Topics*, who will cover part of New York City, eastern Pennsylvania and New Jersey.

Geherty Named Ad Manager

Thomas R. Geherty, formerly with Lloyd Hollister Inc., Chicago, and the *Chicago Daily News*, has joined *Missile Design & Development* as regional advertising manager for Chicago and the midwestern states, a new post.

USEFUL ONE" MOST



THE WALL STREET JOURNAL.
No matter where,
No matter when,
Executives Say:
"THIS ONE IS THE MOST USEFUL ONE,"
when comparing all Newspapers and Magazines.

Published at:

Eastern Edition	Midwest Edition	Southwest Edition	Pacific Coast Edition
NEW YORK & WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
44 Broad St. • 1015 14th St., N.W.	711 W. Monroe St.	911 Young St.	1540 Market St.

©Dow-Jones & Company, Inc. 1960

Agency Promotes Yetter

Lee Yetter has been named executive art director of Rippey, Henderson, Bucknum & Co., Denver. He joined the agency's art staff in 1946.

"OUR #@*! COMPETITOR IS IN ALREADY!"

Businessmen are becoming alert to the sales potential represented by the increase in nursing homes and homes for the aging. They are growing at the rate of 2,000 beds per month and still a 70% increase is needed immediately.

To find the details on this new market see our B P R D ad or write to . . .

PROFESSIONAL *nursing home*

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

Creative Admen Fear Robots Will Displace 'Em: Eggert

CHICAGO, March 8—The principal reason creative admen oppose research is that creative people fear that electronic machines will replace them in the advertising field, R. J. Eggert, marketing research manager of Ford Motor Co., charged here last week.

"Deep down under the coating of sophisticated writing, I think you can get the feeling that the creative man in advertising is saying that if advertising copy and advertising media choices become a science rather than an art, it will certainly limit—if not eliminate—their jobs," Mr. Eggert told a meeting of American Marketing Assn. and American Statistical Assn.

"In going through the issues of ADVERTISING AGE for 1958 and 1959," Mr. Eggert said, "I notice the tendency to try to 'laugh off' the trend towards the more scientific approach. I think this reaction can be summarized by the expression 'whistling in the dark.'

■ "Now, I think, everyone is in favor of mechanical wizardry when it provides us with servants and takes the drudgery out of life. No one is in favor of change when it removes the need, or seems to, for one's skill in the economic scheme of things.

"Therefore, I think this vague insecurity which many Americans have—not just creative men in agencies—is at least partly the result of the speed with which the profession of measuring marketing devices in a factual way is being accomplished.

"As an aside, it seems to me that the term 'mechanical brain' is an unfortunate one for the people who manufacture these devices, as well as for the statistician and advertising researcher who uses them.

"The one thing that man has considered to be his exclusive attribute in the complex and competitive universe is his ability to think. He has always thought that his one exclusive item of biological equipment that gave him his superiority in the world was his brain.

■ "The psychologist tells me that we are conditioned this way from our earliest childhood and that this is the foundation of much of our feeling of security in an otherwise hostile world," Mr. Eggert told his audience.

"To the average man then—especially to the average creative individual—the creation of a 'mechanical brain' is a real threat to his dignity, to his one exclusive claim to mastery of his environment."

The one big advantage that a brain has over an electronic machine, Mr. Eggert said, is the ability to innovate. He described this advantage as "the stronghold of the creative individual."

■ Mr. Eggert described the cleavage between creative people and advertising researchers as "a senseless one." "We still need the creative man," he said. "In fact, the advertising researcher actually adds to the need for his being creative. We need the best of a number of alternative creative ideas so that we can try to measure which is successful in changing people's attitudes or finally producing additional sales.

"The decade of the '60s will need even greater services of the creative man, the statistician and the advertising researcher." #

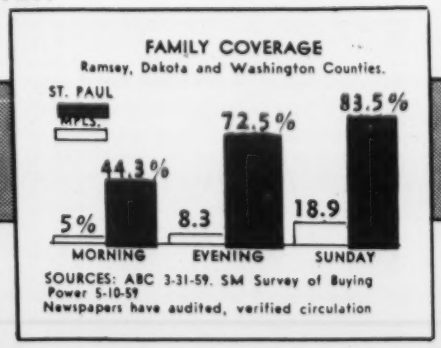
THE 13th MARKET IS "TWINS"

But YOU MUST PICK BOTH SIDES TO GET ALL THE PLUMS

The St. Paul Dispatch-Pioneer Press offers exclusive blanket coverage . . . no other newspaper reaches the St. Paul "Half"

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco—St. Paul—Minneapolis



Sebstad Opens Own Agency in Menominee with 6 Clients

Brad Sebstad, former advertising and sales promotion manager of Ansul Chemical Co., Marinette, Wis., has opened his own advertising agency, Brad Sebstad Inc., with offices at 534 First St., Menominee, Mich. James A. Bowman,

Brad Sebstad

James A. Bowman

previously assistant ad manager of Ansul, was named to succeed Mr. Sebstad.

Among the accounts now in the new agency are Ansul Chemical Co.; Jitterbug Sander Co.; L. E. Jones Co., and Peninsula Tool Co., all of Menominee; First National Bank of Marinette, and Triple-E Engineering Co., Racine, Wis. The agency's initial billings will be $150,000. ADVERTISING AGE reported exclusively last month that Ansul Chemical would leave Brady Co., Appleton, Wis., and go with Mr. Sebstad (AA, Feb. 8).

Borden Expands Institutional

Borden Foods Co. has expanded its institutional products line of convenience items to include beef and chicken bases, pudding and chiffon mixes and gelatine desserts and will break a four-page four-color campaign in April issues of mass feeding publications. Young & Rubicam, New York, is the agency.

Eison Joins Sackel

Irv Eison has rejoined Sackel Co., Boston, as director of marketing and account supervisor. He formerly was director of marketing of Rose-Derry Co., and before that was at Sackel.

5th in AMERICA in FOOD ADVERTISING

FOR the year 1959 The Kansas City Star ranked 5th in America in food advertising. This is no new distinction. In each of the past seven years it has been in fifth position or better.

The Star's high rank in food advertising stamps Kansas City as one of the HOTTEST GROCERY MARKETS in the nation. It means Kansas City grocers are wide-awake, intensely competitive—the kind who latch onto newspaper-advertised promotions and march them down the road to success.

For big sales action in America's 18th largest market, schedule The Star!

Leading Newspapers in Food Advertising

(Retail Grocers, Groceries of Department Stores, General Groceries)

	1959 Linage
1. Miami Herald—M & S	6,314,451
2. Chicago Daily News—E	5,014,441
3. Norfolk Virginian-Pilot and Portsmouth Star	4,764,447
4. Milwaukee Journal—E & S	4,286,219
*5. The Kansas City Star—M & S	4,240,679
6. Tampa Tribune—M & S	4,231,986
7. Salt Lake City Tribune—M & S	4,148,154
8. Toledo Blade—E & S	4,130,626
9. Chicago Tribune—M & S	4,103,300
10. San Diego Union—M & S	4,101,227
11. New Orleans Times-Picayune	4,024,643
12. Houston Chronicle—E & S	3,986,909
13. Washington Star—E & S	3,950,936
14. Ft. Worth Star Telegram—E & S	3,936,746
15. Seattle Times—E & S	3,894,622
16. Minneapolis Star & Tribune—E & S	3,882,345
17. Dallas Times Herald—E & S	3,860,744
18. Denver Post—E & S	3,812,462
19. San Diego Tribune—E	3,805,324
20. Washington Post—M & S	3,726,107
21. Portland Oregonian—M & S	3,711,166
22. Grand Rapids Press—E & S	3,696,295
23. Houston Post—M & S	3,621,977
24. St. Paul Pioneer Press & Dispatch—E & S	3,621,421
25. St. Petersburg Times—M & S	3,594,131

*This listing credits The Kansas City Star with food linage carried in its morning and Sunday issues only. The Star's total linage for morning, evening and Sunday is 5,000,553 lines.

Compiled by Media Records

THE KANSAS CITY STAR

KANSAS CITY
1729 Grand Ave.
HArrison 1-1200

NEW YORK
21 E. 40th St.
Murray Hill 3-6161

CHICAGO
202 S. State St.
WEbster 9-0532

SAN FRANCISCO
625 Market St.
GArfield 1-2003

ONE OF THE FIRST 100 MARKETS

272,600 CONSUMERS

56% live on the Illinois side, where Dispatch and Argus reach 9 out of 10 homes daily.

THE QUAD-CITIES' LARGEST COMBINED DAILY CIRCULATION

THE MOLINE DISPATCH
THE ROCK ISLAND ARGUS

NATIONAL REPRESENTATIVE — THE ALLEN-KLAPP CO.

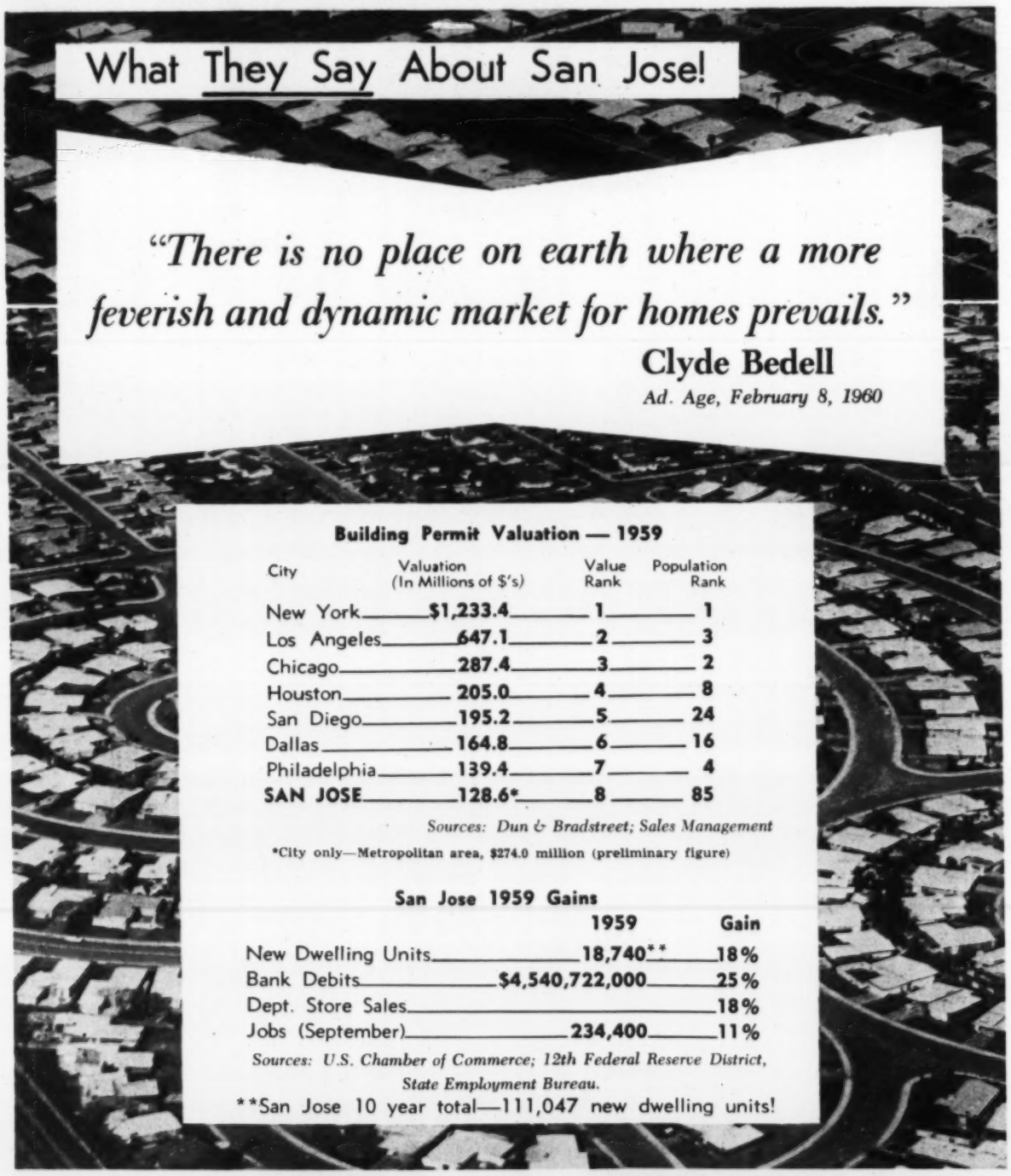
3RD LARGEST MARKET IN ILLINOIS-IOWA

Earnings of Advertisers

1959 Fiscal Year

Company	Sales 1959	Sales 1958	Earnings 1959	Earnings 1958	Earnings per Share 1959	Earnings per Share 1958
Abbott Laboratories	$ 122,602,000	$ 116,597,000	$ 12,989,000	$ 12,873,000	$3.32	$3.32[1]
American Telephone & Telegraph Co.	7,540,194,000	6,908,090,000	1,148,769,000	981,463,000	5.22	4.67
Armour & Co.	1,869,801	1,850,439	14,067	5,560	2.73	1.08
Borg-Warner Corp.	649,896,847	533,033,188	39,310,778	21,135,260	4.36	2.34
Burroughs Corp.	———[3]	———[3]	10,745,369	6,407,934	1.62	1.02
Dr. Pepper Co.	———[3]	———[3]	576,697	477,069	.86	.71
Eastman Kodak Co.	914,100,436	828,801,269	124,680,064	98,912,039	3.23	2.56
Gillette Co.	209,276,635	193,865,095	31,151,623	27,565,182	3.34	2.97
International Breweries	16,981,797	15,045,301	805,786	826,817	1.28	1.48
Kaiser Steel Corp.	201,939,440	181,179,192	7,401,076[2]	5,422,271	3.26[2]	.76
Kroger Co.	1,911,902,467	1,776,175,147	25,516,920	21,629,930	2.06	1.76
Monsanto Co.	811,361,741	714,410,345	61,653,633	42,856,916	2.66	1.93
Parke, Davis & Co.	191,526,698	172,582,792	30,960,700	28,040,851	2.09	1.89
Reynolds Metals Co.	489,263,000	445,549,000	44,761,000	39,364,000	2.42	2.22
R. J. Reynolds Tobacco Co.	1,286,855,943	1,146,558,976	90,357,655	78,326,190	4.45	3.80
Union Carbide Corp.	1,531,343,824	1,296,532,373	171,637,065	124,936,845	5.70	4.15
Weyerhaeuser Co.	458,339,475	410,359,605	60,407,431	49,614,586	2.00	1.64
Whirlpool Corp.	430,496,000	———[3]	20,481,000	10,178,000	3.18	—[3]

[1]—In 1958 there were slightly fewer shares outstanding.
[3]—Not reported.
[2]—Loss.


What They Say About San Jose!
"There is no place on earth where a more feverish and dynamic market for homes prevails."
Clyde Bedell
Ad. Age, February 8, 1960
Building Permit Valuation — 1959
City | Valuation (In Millions of $'s) | Value Rank | Population Rank
New York $1,233.4 1 1
Los Angeles 647.1 2 3
Chicago 287.4 3 2
Houston 205.0 4 8
San Diego 195.2 5 24
Dallas 164.8 6 16
Philadelphia 139.4 7 4
SAN JOSE 128.6* 8 85
Sources: Dun & Bradstreet; Sales Management
*City only—Metropolitan area, $274.0 million (preliminary figure)
San Jose 1959 Gains
1959 Gain
New Dwelling Units 18,740** 18%
Bank Debits $4,540,722,000 25%
Dept. Store Sales 18%
Jobs (September) 234,400 11%
Sources: U.S. Chamber of Commerce; 12th Federal Reserve District, State Employment Bureau.
**San Jose 10 year total—111,047 new dwelling units!

You **Cover** San Jose **Only** *With*

San Jose **Mercury and News**

Member of Metro Sunday Comic Network and Parade

Represented Nationally by Ridder-Johns, Inc.

Up-and-Coming Billion Dollar Market!

Nearly Half of Dailies Cost More Than 5¢ on Stands

NEW YORK, March 8—The ranks of 5¢ newspapers continued to dwindle at the nation's newsstands in 1959, with 79 more dailies increasing single copy prices to from 6¢ to 10¢, according to a survey by American Newspaper Publishers Assn.

According to the survey, 789 of 1,722 daily newspapers now charge more than a nickel. Of these, 48 charge 6¢, 505 7¢, 14 8¢ and 222 10¢. There were 483 7¢ and 162 10¢ newspapers on Feb. 17, 1959, ANPA said.

The 921 newspapers currently charging 5¢ represent a decrease of 79 dailies from 1959 and are 673 fewer than in 1951, when the largest number of newspapers sold for 5¢.

Sunday newspapers also have increased prices, ANPA added, with 13 dailies now selling for 25¢, 105 for 20¢, 184 for 15¢ and 176 for 10¢.

DMAA Computes $40 Million Error; '59 Mailings Dipped

Direct Mail Advertising Assn., in computing the industry's 1959 postal volume figures, erred in tabulating an extra $40,000,000. The U. S. Department of Commerce made the correction, showing that direct mail volume slipped from $1,817,000,000 in 1958 to $1,765,-225,709 in 1959—a 2.86% drop.

NBP Increases Roster

Howes Publishing Co., New York, publisher of *Knitting Industry Weekly*, has become a member, and *Canadian Consulting Engineer*, published by Hugh C. MacLean Publications, Don Mills, Ont., a Canadian affiliate member of National Business Publications.

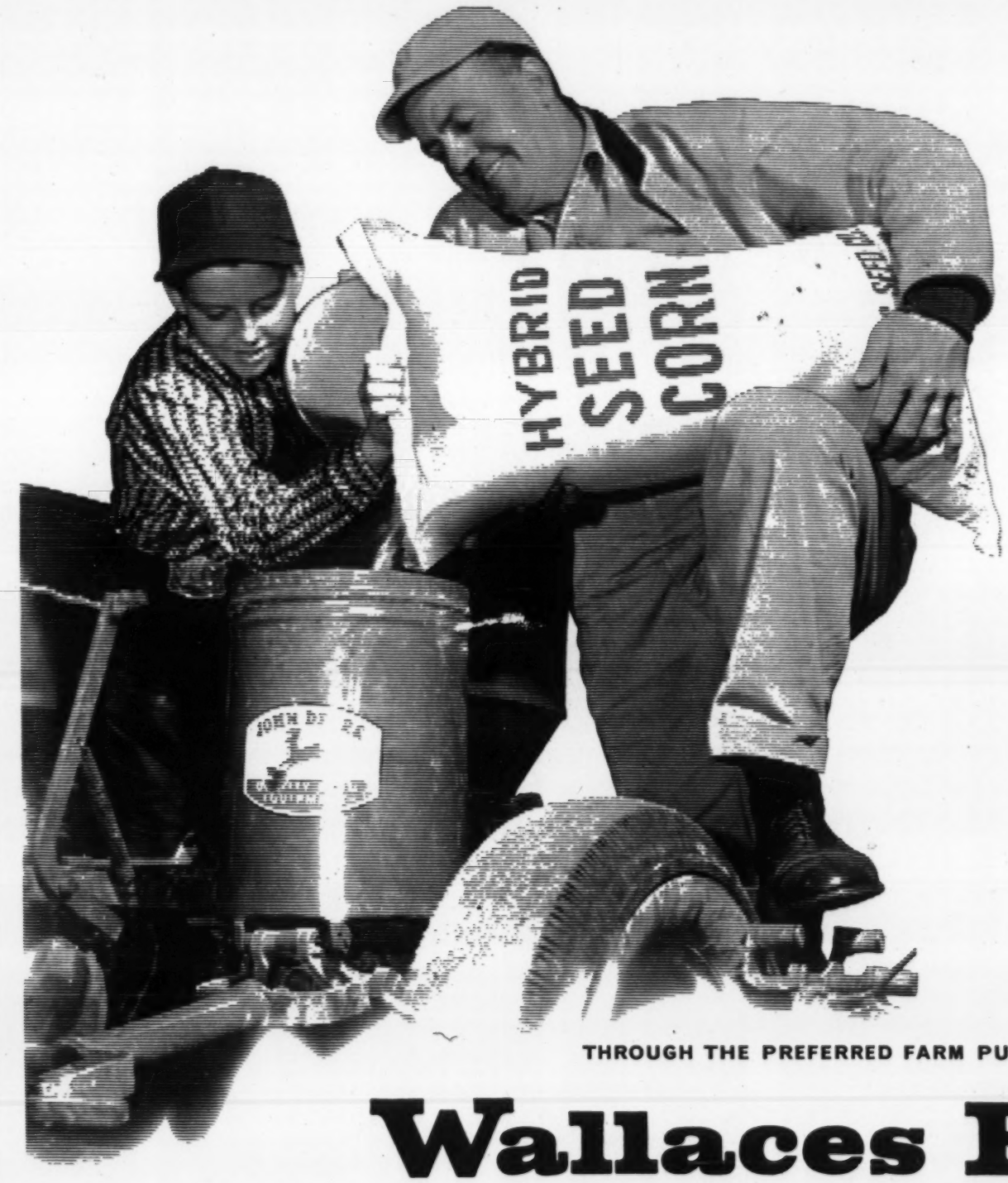
Too Busy to Keep Up With Your Reading?

- Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should.
- Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

PRESTIGE

FOR YOUR PRODUCT



THROUGH THE PREFERRED FARM PUBLICATION IN IOWA

Wallaces Farmer

Overwhelming Preference At Every Influence Level Proves Wallaces Farmer the Dominating Agricultural Selling Force in Iowa

SURVEY PROVED 1ST PREFERENCE — Wallaces Farmer — IOWA FARMERS

If you were to go out tomorrow and conduct a survey of farm publication preference in Iowa, here's what you would find: Iowa farmers name Wallaces Farmer their preferred farm publication 4 to 1 over the next highest publication. Their wives name Wallaces Farmer by the same margin over the next highest general-interest women's magazine.

Your dealers in rural Iowa (that's most of Iowa) prefer Wallaces Farmer—as the place to advertise the products they sell—up to 10 to 1 over the next publication.

Agricultural leaders—county agents—answer by the same margins.

These figures have been substantiated in repeated surveys—are the measure of prestige of Wallaces Farmer in Iowa.

If you want maximum impact on the minds of Iowa farmers and their wives . . . maximum effect on your dealers . . . maximum help from the men who influence farmers, Wallaces Farmer is your hands-down choice. Be absolutely sure it's on your advertising schedules.

In 1959, Wallaces Farmer ranked first among all farm publications in commercial advertising lineage.

WALLACES FARMER
1912 Grand Avenue, Des Moines 5, Iowa

Member of **MIDWEST FARM PAPER UNIT**, 35 E. Wacker Dr., Chicago 3; 250 Park Ave., New York 17 • West Coast Representative: TOWNSEND, MILLSAP & CO., 110 Sutter St., San Francisco 4; 159 S. Vermont, Los Angeles 4

Arnold Holds Special Cookie Promotion During March

Arnold Bakers Inc., New York, is running a special cookie promotion, featuring a "Baker's Dozen," during March. All Arnold cookie bags contain a 13th cookie of a different flavor from those in the rest of the bag. A coupon is enclosed entitling the consumer to 5¢ off on the next purchase of Arnold cookies.

Advertising in newspapers, on radio and on tv will run in New York, Boston and Springfield, Mass., throughout the month. Kudner Agency, New York, is the agency.

Is Editorial Opinion Favorable?

- Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Auerbach Adds America House

Alfred Auerbach Associates, New York, has been named merchandising consultant for America House, New York, retail headquarters for American crafts, to handle an expanded campaign of advertising and public relations. Needham & Grohmann formerly handled the account. Auerbach has named Irene F. Grottano, formerly with Arndt, Preston, Chapin, Lamb & Keen, to its publicity department.

Nemarow Adds Two Accounts

Nemarow Advertising Agency, Vineland, N. J., has been appointed to handle advertising for Venice Maid Co., Vineland, producer of Italian-style food products, and for Richman Ice Cream Co., Sharptown, N. J. Cowan Advertising, Bridgeton, N. J., formerly handled the Richman account. Richman plans to spend about $100,000 in 1960—a 40% increase over its 1959 ad budget.

Healy Adds Sansone, Purvere

Healy Advertising Agency, Montclair, N. J., has added Louis Sansone as associate art director and Norman R. Purvere as account executive, as part of a major expansion program.

Frame Names Zender

Paul K. Zender has been named creative director of Robert Frame Advertising, Dayton, as part of an expansion program for the company.

AWARD—*David L. Harrington, chief executive officer and chairman of the board, Reuben H. Donnelley Corp. (left), receives the annual Miles Kimball award, given to individuals for furthering direct mail advertising, from Edward M. Pittenger, president, Direct Mail Advertising Co. The award was officially presented to Mr. Harrington last September at the annual Mail Advertising Service Assn. convention in Montreal, but due to a physical impairment to the award itself, he did not receive the award until the past presidents' luncheon of the Chicago chapter of MASA.*

HOW IS IT POSSIBLE FOR ONE STATION TO EARN 79% OF LOCAL BUSINESS?

It's true in Des Moines, Iowa, where KRNT-TV has had over 79% of the local business in this major 3-station market for 3 years!

There is nothing so satisfying as doing business with people who know what they're doing and where they're going. Leading local and national advertisers have known for years that the "know-how, go-now" stations in Des Moines are KRNT Radio and KRNT-TV.

They have confidence in the ability of our people to make their radio and television investments profitable. It seems clear that for these astute advertisers, there is nothing so satisfying as radio and television fare presented by good, honest, experienced air personalities who know what they're doing.

From surveys made several times a year for the last several years, it seems evident that the people of Central Iowa like to listen to and view our stations.

Latest F.C.C. figures show KRNT-TV handled over 80% of ALL the local television advertising placed in this three-station market. The year before, over 79% . . . and the year before that, over 80%. Our local RADIO business in a six-station market has always exceeded that of our nearest competitors by a country mile.

We know for a fact that these figures are merely a reflection of our public acceptance . . . our long-standing excellence in public service . . . reliability that is vital in all selling! We believe this to be true: the ones that serve are the ones that sell in Des Moines.

People believe in and depend upon these stations. Check the ratings, check The Katz Agency, check the cash registers.

KRNT
RADIO and TV

COWLES STATIONS REPRESENTED BY THE KATZ AGENCY, INC.

Drive-in Movie Fan Is Solid Consumer, TsAB Report Says

CHICAGO, March 8—The idea that the drive-in movie theater is primarily a "passion pit" for trysting teen agers is no longer true, according to the Theatre-screen Advertising Bureau.

A recent study shows that the drive-in viewer is above average in income and education and has a larger than average family.

The study, sponsored by TsAB, was conducted last year under the supervision of Dr. Steuart Henderson Britt, professor of marketing at Northwestern University.

There are some 4,000 drive-in theaters in the U.S., and 42% of the population attended a drive-in movie at least once during the period of the study (April through September, 1959).

Highlights of the study:

- Of drive-in patrons 15 years and older interviewed in the survey, 66% are married.
- Approximately 60% of persons 20-34 years old attended a drive-in movie during the six-month period studied.
- Of families which attend drive-ins, 19% have one child (19 or under), compared with 18% of the total population; 29% of the drive-in families have two children, compared with 18% of the total population; 21% have three children, compared with 10% of the total population.
- An average of 85% of the attending families were represented by an adult.
- More families which attend drive-ins own appliances, homes and autos than the national averages, and they have a higher average income. #

Hertz Buys Jamaica Branch

Hertz American Express International Ltd., Chicago, has bought through a subsidiary the operation of its rent-a-car licensee in Jamaica for more than $300,000. Included in the purchase is a fleet of 160 foreign cars and three locations in Kingston, Ocho Rios and Montego Bay.

Potts Opens Dallas Branch

Potts-Woodbury Inc., Kansas City, has opened a new branch in Dallas, primarily to facilitate services for Braniff International Airways.

pinpoint magazine coverage
in your market(s) with...

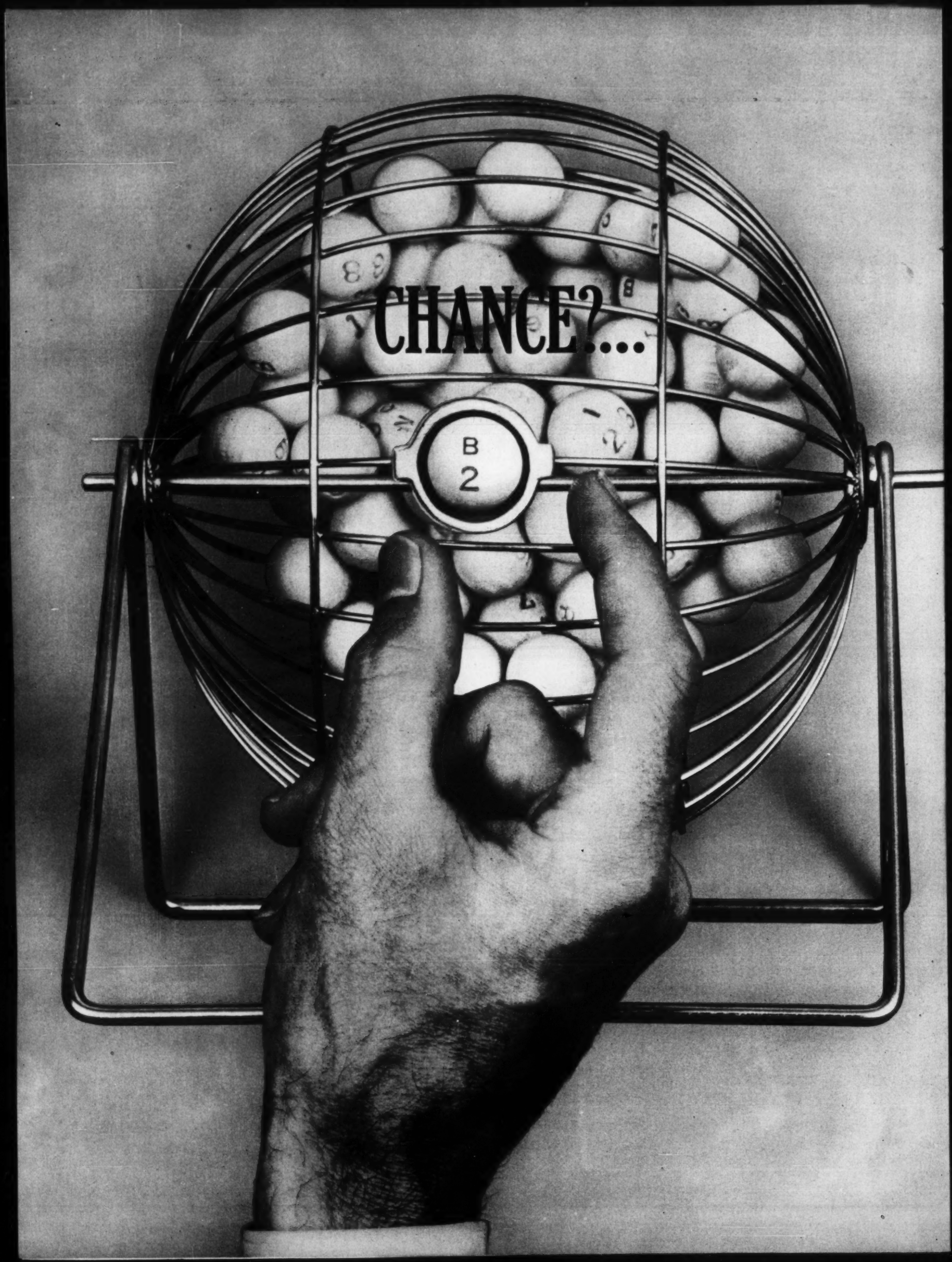
locally edited gravure magazines

in Phoenix...in any Region or throughout the Nation!

The nation's 52 locally edited gravure magazines are your tactical ad force in 39 major markets.

Here are 12 of the best...

AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES PICAYUNE • PHOENIX ARIZONA REPUBLIC • ST. LOUIS GLOBE DEMOCRAT • TOLEDO BLADE


CHANCE?....
B
2

OR CHOICE!

SELECT THE MEDIUM THAT DELIVERS THE MARKET WITH A PROFITABLE DIFFERENCE

Playing numbers games may be good fun. But good business is choosing the numbers that are right for you! In selling to America's millions, magazines uniquely select the better-off families that buy more — whether it's dual audience, or teen-agers, or housewives or fashion-followers or everyone in the whole U.S. that buys more!

How much more—in actual dollars and cents—is the subject of the significant new "Study of the Magazine Market," just completed by the Market Research Corporation of America. The facts are compelling! Households with heavier exposure to magazines spend $18 million more a year for dentifrices than households with heavier exposure to television, over $9 million more in an 18 month period for power lawn mowers, do 9 billion more miles of pleasure travel! For practically every rapid-turnover item, durable, or service studied, magazines show a Profitable Difference. Ask your magazine salesman or Magazine Advertising Bureau for the complete, just-published report, "A Study of the Magazine Market." ■ The Magazine Advertising Bureau of MPA, 444 Madison Ave., New York 22.

MAGAZINES... FOR THE PROFITABLE DIFFERENCE

Ward William Moves Offices

Ward William & Co., Union, N.J., has moved its offices to its own building at 2095 U.S. Highway 22.

SWINGLES. CUSTOM MADE ONLY $58 U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL
149 W. 51st St., N.Y. 19, N.Y. • Plaza 7-5730

Seidell Had Okayed Enarax Ad Copy He Criticized: Pfizer

WASHINGTON, March 8—Chas. Pfizer & Co., New York, last week told the Senate anti-monopoly subcommittee that a former employe was incorrect in saying that advertising changes he recommended were not made by the company.

And Pfizer intimated that the employe, Dr. Martin A. Seidell, formerly medical director for Roerig Laboratories (a Pfizer division), quit because he did not get a promotion, and not because he was overruled on the ad changes, as the doctor testified.

■ Pfizer made its answers in a statement to the Senate committee. Dr. Seidell testified before the committee Feb. 25 (AA, Feb. 29).

Pfizer said Dr. Seidell raised objections to data cited in ads for Enarax (used for gastro-intestinal disorders).

"The question raised by Dr. Seidell was considered by the Pfizer personnel having to do with the preparation of the mailing pieces, and they modified the initial copy so as to meet the medical points which Dr. Seidell had raised," the company said. Revisions in medical journal ads, "to accomplish a similar purpose," subsequently were made in 23 of 27 journal issues (four already had gone to press), Pfizer added.

■ "It is the clear recollection of the two persons who attended the conference with Dr. Seidell [when he made his objections] that the amendment of the advertising copy for the mailing pieces met with the approval of Dr. Seidell and took care of all the medical revisions which he suggested," the statement said. "The subsequent change in the copy for the journal ads also was approved by him. His testimony to the effect that his recommendations were not accepted is therefore incorrect."

In speaking of Dr. Seidell's resignation, Pfizer said Dr. Seidell resigned more than six months after the alleged overruling of his objections to Enarax copy.

The company also noted that the doctor resigned after one of his assistants was promoted to a position "to which Dr. Seidell apparently thought he was entitled." Dr. Seidell subsequently asked that he be considered for the post of director of clinical research, but didn't get the job, Pfizer indicated.

"The timing of his resignation suggests that the true motivation was the disappointment of his personal ambitions, and not something that had taken place six months before," Pfizer said.

■ The Pfizer statement also disputed testimony of Dr. Haskell J. Weinstein, also a former Pfizer employe and now director of the chest hospital of the City of Hope Medical Center, Los Angeles.

Dr. Weinstein questioned the use of brand names for prescription drugs and their use in advertising and promotional activities.

"It would be unjust to criticize Dr. Weinstein for preferring to prescribe by generic name," the statement said. "It is equally unjust to condemn the many thousands of doctors who believe that the interests of their patients are better served by the prescription of products by brand name." #

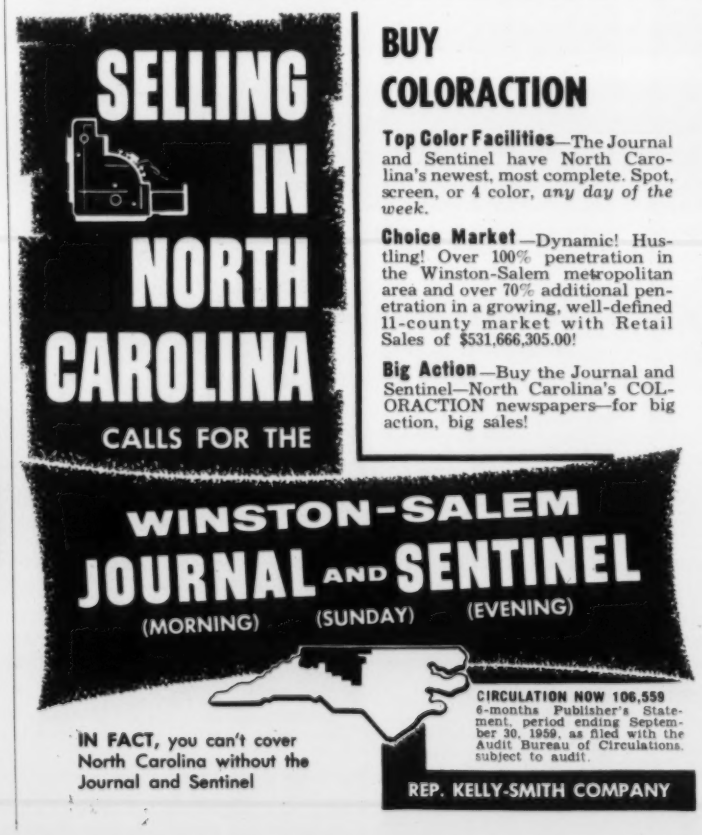
NEW LOOK—*General Mills' Pick-A-Pack assorted cereal package has a new look and along with the new look the assortment has been changed to include three envelopes each of Cheerios and Wheaties and one envelope each of Frosty O's, Kix, Trix and Cocoa Puffs. The new pack will be advertised on all General Mills' tv shows.*

John P. Starrs Inc. Formed; Cullem, Falborn Join

John Patrick Starrs, for the past five years a vp at Diener & Dorskind, has formed John Patrick Starrs Advertising, with offices at 16 W. 46th St., New York. He brought about 60 accounts with him from Diener & Dorskind, mainly in the technical recruitment, mail order, retail and real estate fields. Mr. Starrs anticipates 1960 billings of about $750,000. He said his largest account is McDonnell Aircraft, St. Louis, billing about $250,000.

Jim Cullem, an account executive at Diener & Dorskind, has joined the new agency as a vp, and Jim Falborn, with the *New York Times* sales staff for the past 16 years, has also joined as a vp. Mr. Starrs was with the *Times* for more than 19 years before moving to Diener & Dorskind.

IN DETROIT
YOU KNOW WHERE YOU'RE GOING WITH
WJBK-TV
CBS PROGRAMMING • CHANNEL 2
Sales are UP
in booming DETROIT
Dept. Store Sales.....UP 12%
New Car Sales.....UP 24%
Employment .....UP 5%
Car and Truck Output....UP 26%
(Jan. '60 vs Jan. '59 . . . Detroit Board of Commerce)
You know where your audience and sales are going with WJBK-TV —They're going UP!
a STORER station
DETROIT SALES
CALL KATZ
or
STORER NAT'L SALES OFFICES
625 Madison Ave., N.Y. 22
•
230 N. Michigan Ave.
Chicago 1


SELLING IN NORTH CAROLINA
CALLS FOR THE
BUY COLORACTION
Top Color Facilities—The Journal and Sentinel have North Carolina's newest, most complete. Spot, screen, or 4 color, any day of the week.
Choice Market—Dynamic! Hustling! Over 100% penetration in the Winston-Salem metropolitan area and over 70% additional penetration in a growing, well-defined 11-county market with Retail Sales of $531,666,305.00!
Big Action—Buy the Journal and Sentinel—North Carolina's COLORACTION newspapers—for big action, big sales!
WINSTON-SALEM
JOURNAL AND SENTINEL
(MORNING) (SUNDAY) (EVENING)
CIRCULATION NOW 106,559
6-months Publisher's Statement, period ending September 30, 1959, as filed with the Audit Bureau of Circulations, subject to audit.
IN FACT, you can't cover North Carolina without the Journal and Sentinel
REP. KELLY-SMITH COMPANY

BIGGEST FIRST QUARTER IN LOOK HISTORY

IN CIRCULATION

6,100,000—UP 400,000 OVER 1ST QUARTER 1959

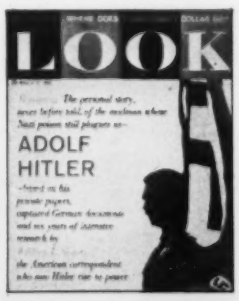
IN ADVERTISING PAGES

348—UP 55 OVER 1ST QUARTER 1959

IN ADVERTISING REVENUE

$11,854,000—UP $2,511,000 OVER 1ST QUARTER 1959

All figures are publisher's estimates



In circulation, in advertising pages, in advertising revenue—by *every* yardstick for measuring magazine vitality—LOOK alone among major magazines begins the new decade with all-time highs. This unmatched growth is a tribute to the tremendous impact on people, both consumers and advertisers, of LOOK's editorial accent on the exciting story of people. Here is another milestone supporting the premise that success is a journey, not a destination.

PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER

PHOTOGRAPHIC REVIEW OF THE WEEK

Knight Tarver Simpson Guy Rompel
Lipscomb Fox Andersen

BOFA SOLICITS—*Bureau of Advertising of the American Newspaper Publishers Assn. has presented a proposed newspaper advertising campaign for the citrus industry to the Florida Citrus Commission staff and then to Minute Maid Corp. in Orlando, Fla. In this photo, Charles T. Lipscomb Jr., BofA president, describes the campaign to John Fox, Minute Maid president. Also on hand for the presentation: Martin Andersen, Orlando Sentinel-Star; James Knight, Miami Herald; Jack Tarver, Atlanta Journal and Constitution and Miami News; Erwin Simpson, St. Petersburg Times; Walter L. Guy, Sawyer-Ferguson-Walker, Atlanta, and Walter Rompel, New York Mirror.*

Prince Hood Stoeber Scenet Porter Marquam

SALES TRAINERS OPEN OFFICE—*National Society of Sales Training Executives has opened a national headquarters office at 410 S. Michigan Ave., Chicago. Executive secretary is Henry L. Porter, retired manager of sales training, Standard Oil of Indiana. With him here are four past presidents of the association—P. F. Prince, Sears, Roebuck; A. H. Hood, Vance Publishing Co.; A. M. Stoeber, Swift & Co., and W. B. Marquam, Pure Oil Co. Also shown is Neal G. Scenet, International Minerals & Chemicals, chairman of the organization's library committee.*

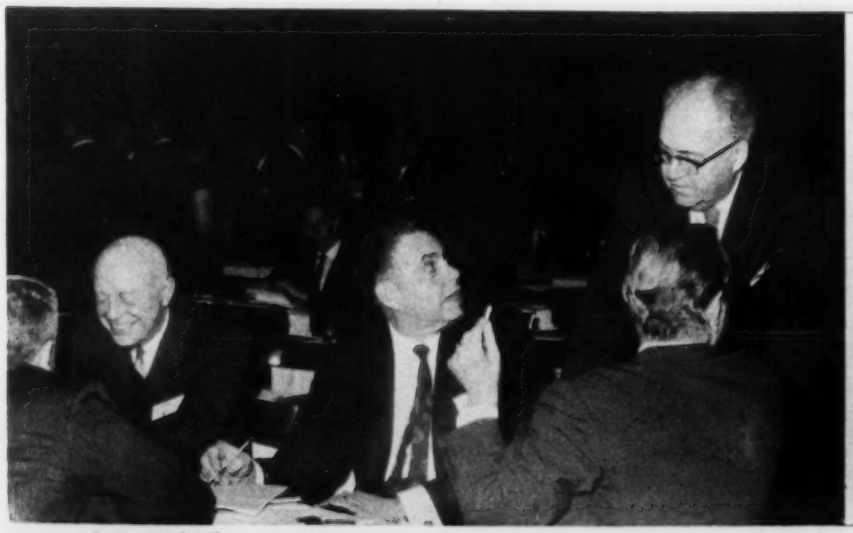
FOR CLASSY CATS—*Breast O'Chicken Tuna Inc., San Diego, will use 30-sheet posters nationally April through August to plug Purr, "the catillac of pet food." Robinson, Fenwick & Haynes, Los Angeles, prepared the posters.*

Rennie Graham Clark

Trunk Ekberg Brill

Lehman Ream Conner

SPRING TONIC—*At the fifth annual "Spring Tonic" seminar sponsored by the Rocky Mountain council of the Four A's in Denver (AA, March 7) were R. Orville Rennie, KHOW, Denver; Will Graham, J. Walter Thompson Co., New York; Harold Walter Clark, of the Denver agency bearing his name; Fletcher Trunk, F. W. Dodge Corp.; Len Ekberg, Ed M. Hunter & Co., Denver; Glenn Brill, of the Denver agency bearing his name; A. W. Lehman, Advertising Research Foundation, New York; Jerry Ream, Klau-Van Pietersom-Dunlap, Milwaukee, and Cecil R. Conner, Conner Advertising Agency, Denver. The day-long meeting was attended by 250 advertising executives.*

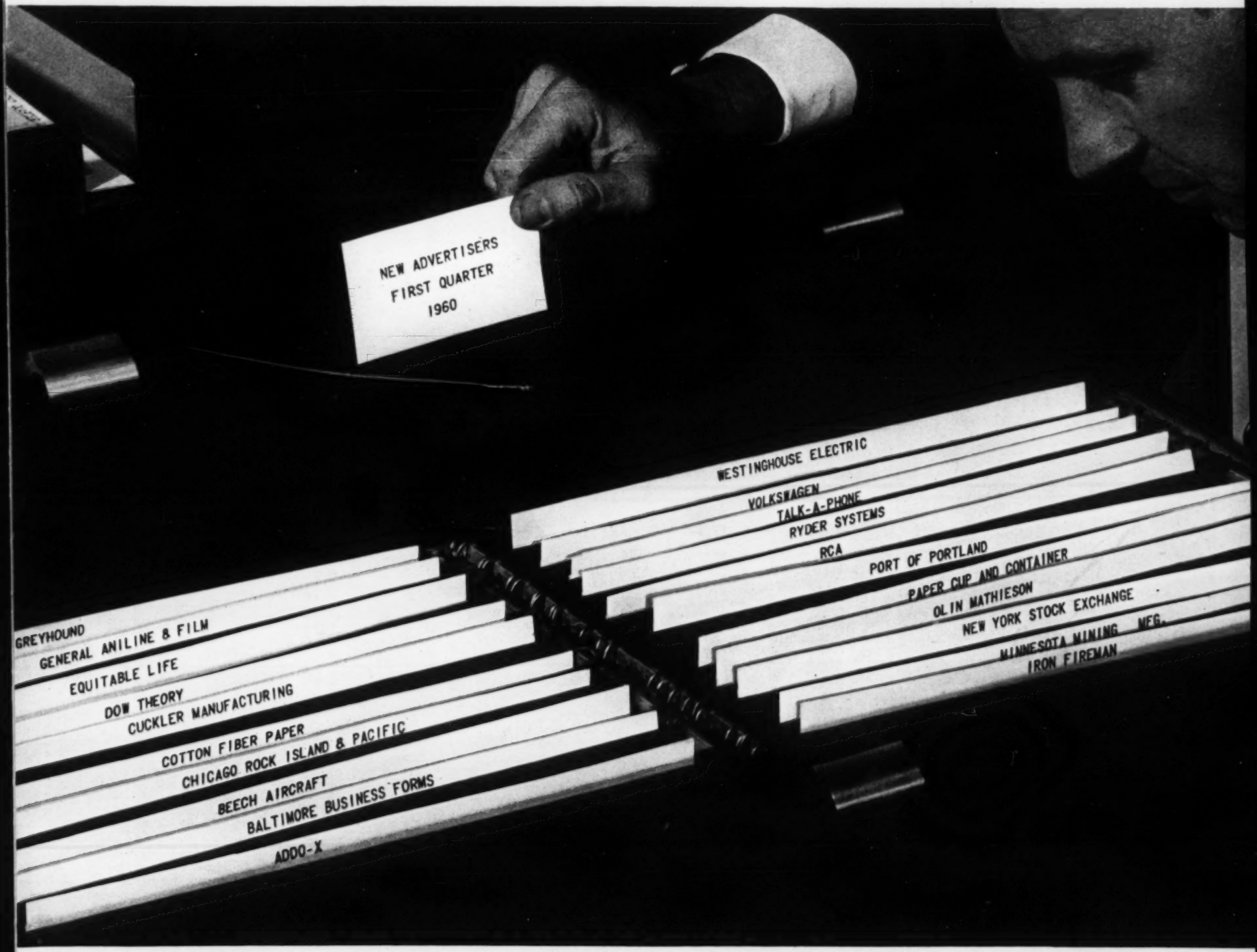


Van Konynenburg Hayes Lane

Lown Stanton Huntress Sr. Huntress 3rd Kearl

CBS AFFILIATES—*Present at the CBS affiliates meeting in Washington were F. Van Konynenburg, WCCO-TV, Minneapolis; John Hayes, Washington; Howard Lane, KOIN, Portland, Ore.; Bert Lown, CBS-TV; Frank Stanton, CBS; Frank Huntress Sr. and Frank C. Huntress 3rd, and Wayne Kearl, all of KENS-TV, San Antonio.*

Why are so many more advertisers NOW using Nation's Business?

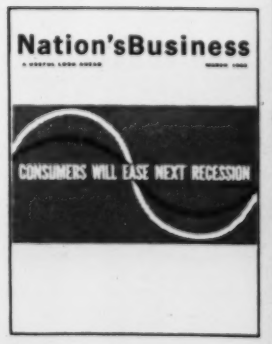


To reach out . . . to sell more of the nation's business. Time was when advertisers-to-business thought they had only two choices: business and management magazines with their limited circulations...or news weeklies with their costly consumer coverage.

Today, NATION'S BUSINESS is changing advertiser thinking—and buying! Its 750,000 ABC guarantee is *big* circulation. And it's *all business*. No other management magazine offers as much as half of it. No news weekly offers so much top executive coverage at so low a cost-per-executive.

The facts are: 9 out of 10 NATION'S BUSINESS readers are men with a decisive voice in their companies' policies—presidents, owners, partners, other management men. Dig deeper, and you'll find 23,000 of them hold top jobs in 499 of the 500 leading industrial companies. More than 700,000 others head up close to half a million additional companies—in total, a whale of a market for business goods and services.

So, if you want to use business advertising the way it should be used: to support your sales force out in the territories where they're making calls; to uncover new prospects; develop leads; open doors to hard-to-reach businessmen—all at a reasonable cost per advertising call, then follow the lead of other advertisers who have found: to sell more of the nation's business, you use NATION'S BUSINESS.



YOU USE NATION'S BUSINESS . . . TO SELL MORE OF THE NATION'S BUSINESS

ADVERTISING HEADQUARTERS, 711 THIRD AVENUE, NEW YORK 17, N. Y.

A CARTFUL OF INFORMATION

advertisers and agencies will be looking forward to for media-marketing facts—an exclusive service supplied by

Advertising Age's

MARKET DATA ISSUE

coming April 18

The media promotion buy of the year

Bohack Pushing Tenderay

H. C. Bohack Co., Brooklyn, N. Y., is concentrating its 1960 advertising program on the advantages of its Tenderay treated beef. A special three-month advertising and public relations program began last month with a budget in excess of $150,000, according to Fred J. Haberle, director of advertising. On the schedule are all New York City and Long Island dailies, 23 weekly newspapers, radio, television, outdoor and transportation advertising. "No other beef so fresh can be so tender" is the theme. Agency for the food chain is Babcock, Romer, Carberry & Murray, New York.

Revlon Sales, Net at Peak

Sales and earnings for Revlon Inc., New York, set alltime highs in 1959. Sales increased 13.2% to $124,939,712, and net profits increased 11.9% to $9,688,307. The fourth quarter of 1959 was the best in Revlon's 28-year history, the company reports.

Red Book Ad Inflicts Immeasurable Harm, Pianist Says; Sues

NEW YORK, March 8—Charles Albert, who describes himself as a professional pianist, is seeking an injunction in Supreme Court here to restrain the New York Telephone Co. and Reuben H. Donnelley Corp. from using his photograph for advertising purposes.

In his complaint, Mr. Albert charged the defendants with publishing in the 1960 Red Book classified directory an ad for hairpieces by Lerch, New York, which, Mr. Albert said, showed him in before and after photos. One photo, he said, showed him bald, the other with a Lerch hairpiece.

He further contended that being shown in the Lerch ad constituted "a flagrant violation of my personal right of privacy."

"The defendants have used and are continuing to use pictures of me for advertising purposes without my consent under such circumstances as to cause me the most extreme humiliation and absolutely immeasurable damage," Mr. Albert said.

■ He further asked that defendants "be compelled to withdraw my pictures from circulation immediately. The money which they have to spend for a replacement issue is but a small proportion of their total assets. The impact upon me of allowing the circulation to continue is the destruction of the very substance of my life."

The Lerch ad, a quarter-page unit in the directory, carries two photos of an unidentified man, while copy boosts the product as "the most undetectable hairpiece ever made." So undetectable, copy continues, that "your friends will never know." #

Ralston Buys Duquesne Share

Ralston Purina Co., St. Louis, has purchased half interest in Duquesne Co., largest feed manufacturer in France. Jean Duquesne will continue as president of the company, to be known as Duquesne Purina. N. K. Stevens, of Purina's international division, will be exec vp and Robert Gamelin, a divisional sales manager for Purina in Canada, will be vp and general sales manager.

Publishes Printing Survey

Printing equipment manufacturers forecast "at least a 15% increase in volume above the previous high of 1957," a *Printing* survey of executive opinion has reported. A 9% gain in the commercial printing and lithography industry is also contained in the survey of a cross section of commercial, book and publication plants in the U. S. The Oradell, N. J., publication is making the annual survey available in a separate folder for the first time.

SELL IT WITH MUSIC
...on RCA Custom premium records!

Here's a premium that plays back in profits — self-liquidating RCA Custom premium records.

RCA records are the flexible premium, pin-pointing your market with hand-picked repertoire from RCA Victor's big-name catalog. Take your choice of singles or albums . . . stereo or monaural.

Even paper records — hard-hitting, unusual promotion tools — are yours for just pennies apiece!

You can use records to launch new products, celebrate special events, even for annual reports. And when you choose RCA, you get complete service — selection of music . . . recording service . . . art work and finished covers . . . drop-shipping and warehousing.

For the best — at competitive prices — call or write RCA today!

RCA CUSTOM RECORD SALES

155 East 24th Street — New York 10, N. Y. — MUrray Hill 9-7200
445 N. Lake Shore Drive — Chicago 11, Illinois — WHitehall 4-3215
1510 North Vine Street — Hollywood 28, Calif. — OLdfield 4-1660
800 17th Avenue South — Nashville 3, Tennessee — ALpine 5-6691

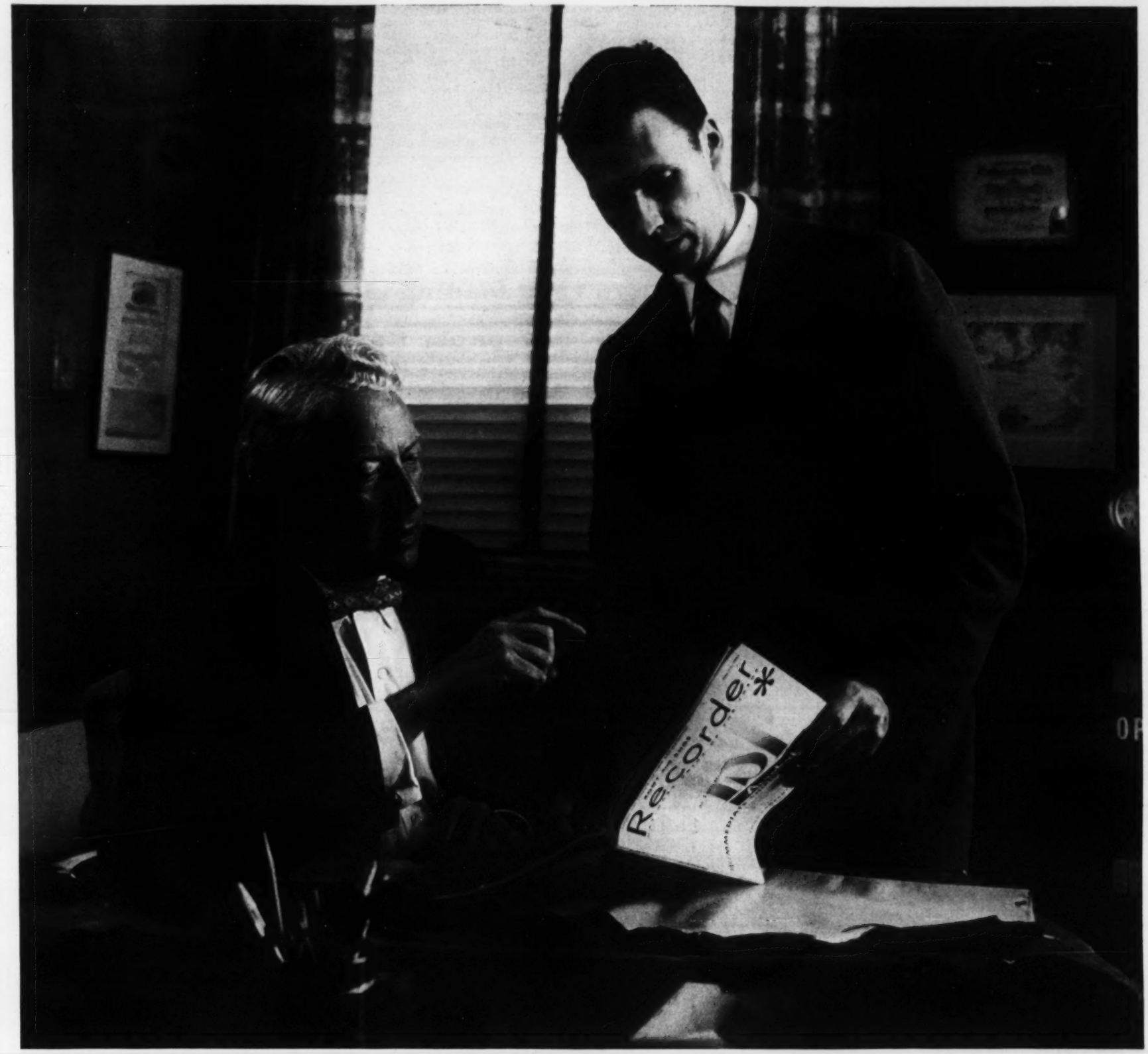
BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

THE ONE THAT TELLS 'EM . . .



. . . IS THE ONE THAT SELLS 'EM

"That's the basic picture, let's take it from there." Whether it's leather or the latest sales curve under consideration, men at the management level rely on the RECORDER for the research and information that helps put the whole picture together. It's the only publication that reflects every facet of shoe business interest, every operational detail. The men who read it — need it. They prove it by their rate of renewal . . . over 7% higher than the national average of 284 trade magazines! Get your share of their consistent attention — your share of the budgets they control.

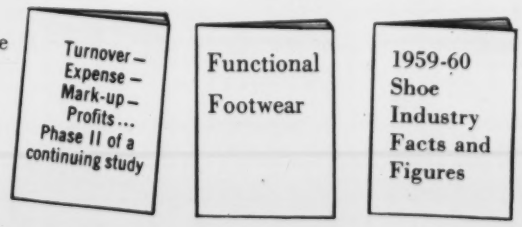
READERSHIP — Leads its nearest competitor by 94% according to National Analysts, Inc. survey, which shows average of 3 readers per copy.

VITALITY — 43,000 reprint requests in ten months — and the highest subscription renewal rate in the trade — 74.74%.

IMPRESSION — Exposure time for each issue is longer by months than any competitive publication.

IMPACT — Superior quality and clarity of reproduction plus full color availability, provide maximum visual power.

If you missed any of these significant articles — send for reprints to Boot & Shoe Recorder, Philadelphia 39, Pa.



BOOT and SHOE
Recorder
A CHILTON PUBLICATION

Private Research Organizations Find U.S. Good Customer, House Committee Learns

WASHINGTON, March 8—An inquisitive House investigating committee reported last week that 25 hustling research organizations picked up more than $4,122,000 in business during the past five years conducting statistical surveys for government agencies.

National Analysts Inc., Market Research Corp. of America, and Crossley S-D Surveys Inc. each had more than $500,000 of government business. All but one of the 36 contracts received by these three companies were let by the Department of Agriculture.

The detailed breakdown on the survey work conducted for the government by private groups was included in a comprehensive study of government expenditures for statistical purposes released last week by the House Post Office and Civil Service committee.

■ The subcommittee, under Rep. John Lesinski (D., Mich.), which did the work, reports this is the only comprehensive survey of this kind in the past decade.

On the basis of reports from every agency in the government, the subcommittee estimated that the government's expenditures for data compilation activity average about $79,000,000 a year. The Bureau of the Census, usually thought of as the official data collector and compiler for the government, accounted for only one third of this total, the subcommittee noted.

Over a five-year period, the committee found government agencies let 633 data-collecting contracts totaling $10,762,956. The Department of Agriculture accounted for 139 contracts totaling $3,500,000, with more than 40% of its contracts let to the three most active private contractors.

Only half the $10,760,000 which the government spent to have surveys made was with private organizations. The rest went to state and local government units or educational institutions.

■ Four biggest spenders for private assistance were Agriculture —139 contracts totaling $3,500,000; Labor—235 contracts totaling $2,546,000; Health-Education-Welfare —118 contracts totaling $1,788,000, and National Science Foundation —62 contracts totaling $1,613,000.

Labor Department spent heavily with state and local governments, while Health-Education-Welfare used universities. The University of Pittsburgh, with one Health-Education-Welfare contract worth $574,620, did better than any of the private research groups.

National Analysts, with five contracts amounting to $544,039, did more government business than any of the others of the top 25 private groups. Market Research Corp., with 19 contracts, had $521,147 in business, and Crossley S-D Surveys had 12 contracts worth $508,435.

■ In addition to the three market research organizations which each had more than $500,000 of government business, Booz, Allen & Hamilton, consultants, was fourth with one contract worth $342,370. The Bureau of Social Science Research was fifth with six contracts adding up to $222,615. Seven organizations had contracts in the $100,000-$200,000 range: National Research Council; Battele Memorial Institute; Audits & Surveys; Opinion Research Corp.; American Institute of Biological Sciences; American Chemical Society and Remington Rand.

The studies covered topics so diverse as to defy classification, the subcommittee noted. Crossley S-D Surveys had such assignments as "measuring the effect of specified merchandising practices on sales of butter" ($19,500), and "men's preferences among selected clothing items" ($74,800). National Analysts was paid $60,720 for investigating homemakers' use and opinions of eggs. Market Research Corp.'s list of 19 jobs—the longest of any organization—included consumer purchases of specified dairy products ($68,340), household purchase data for fresh citrus fruit and citrus and other selected fruit products ($45,648), and retail store audit of fresh and processed agricultural products ($5,500).

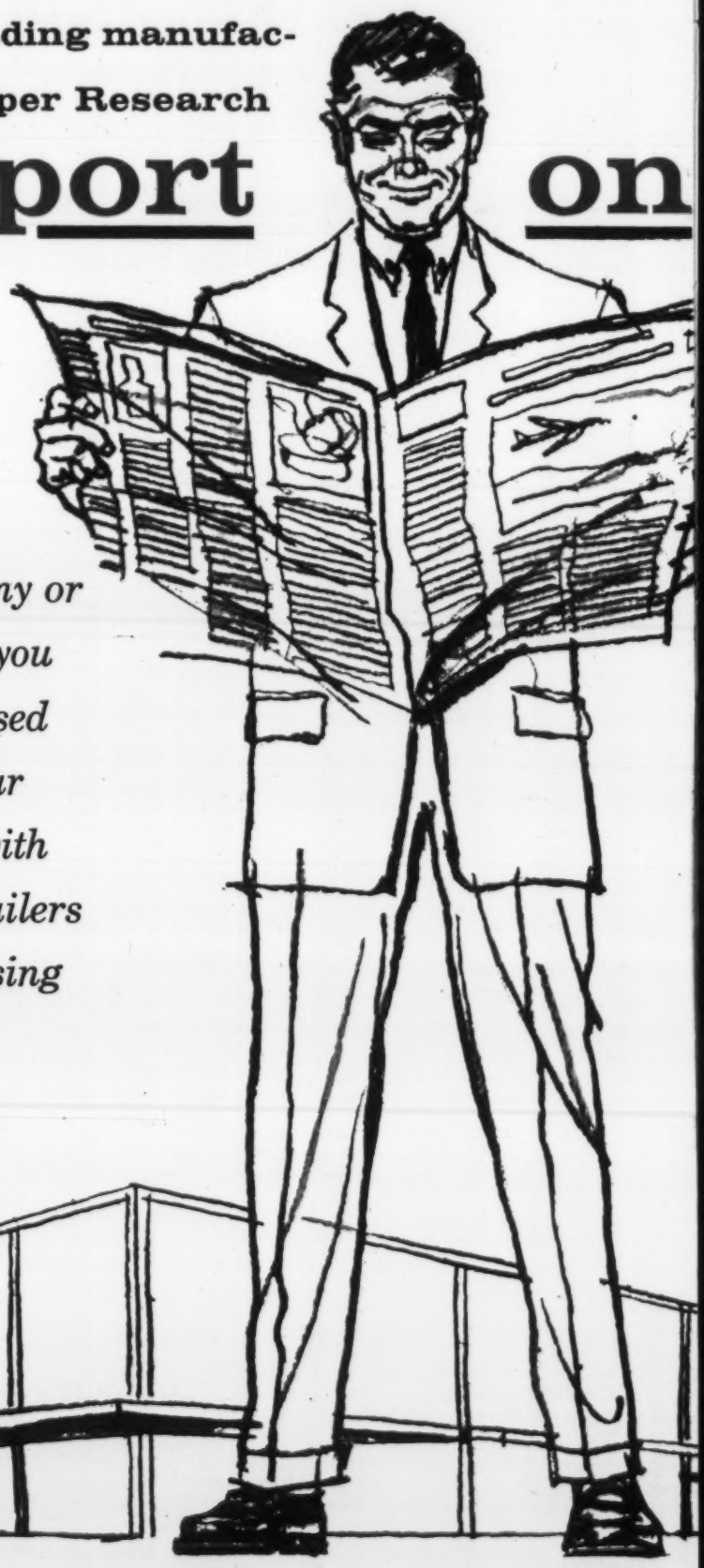
■ The report noted that of 245 contracts which went to private companies, half were secured by 25 major contractors, each of whom had at least $50,000 in business from the government. These 120 contracts accounted for $4,122,168, while the other 125 contracts shared by 98 other contractors added up to only $90,000.

Contracts with outside organizations represent an average of $2,152,591 over the five-year period.

In addition, the government's own statistical operations involved 11,171 federal employes, whose salaries add up to $60,378,360 per year. Another $16,500,000 in direct costs is incurred carrying out the government's own survey work.

Of the $60,378,360 in salaries to government statistical people, $22,409,127 is in the Department of Commerce, mostly in the Census Bureau. Agricultural Depart-

More than 1,100 leading manufacturers use Newspaper Research Services to report on



These reports cover any or all markets . . . give you complete and unbiased details on how your retailers compare with your competitors' retailers in regard to advertising support

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

ment pays statistical people $12,313,000; Health-Education-Welfare $7,822,000, and Labor $6,791,000. #

'Winky Dink' Syndicated

Manhattan Productions, a new tv film producer and distributor at 232 E. 79 St., New York, will package for syndication 260 revamped cartoons from the "Winky Dink & You" series formerly seen on CBS-TV. Kits containing plastic sheets will be sold to youngsters in order to trace drawings directly from the tv screen, as was done in the original series. Stations will share in the profits from the sale of the 50¢ tracing kits. Manhattan Productions is headed by Frank Abrahams, who was formerly with Goodson-Todman Productions.

Maico Promotes 'Hear Rings'

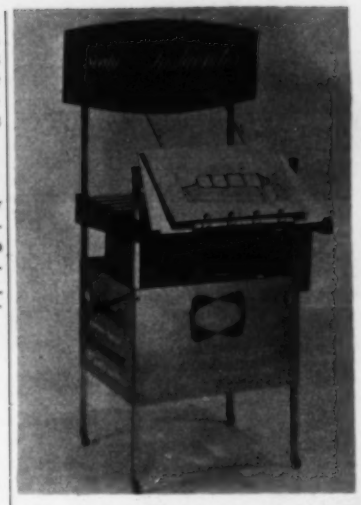
Maico Electronics, Minneapolis, will introduce its new "Hear Rings," hearing aids concealed in earrings, with color pages in the March and April issues of *Coronet* and *Vogue*, followed by insertions in 46 regional editions of *TV Guide*, with listings of local dealers. Maico also has bought 15 five-minute segments of daytime dramas and news shows on CBS Radio, to run for four weeks. Newspapers will be used on a co-op schedule, as well as direct mail. Bozell & Jacobs is the agency.

Ocean Spray Sets Easter Push

Ocean Spray Cranberries, Hanson, Mass., will launch an Easter promotion for cranberries with a full color page ad in *Life*. Ocean Spray also will provide retailers and food groups with point of sale material and newspaper mats. Batten, Barton, Durstine & Osborn is the agency.

Trendex Appoints Bacharach

James A. Bacharach, formerly an account executive at O. E. McIntyre Co., has been appointed to the new post of director of marketing services at Trendex, New York.



SELECTOR—*Customers can examine new Fashioniter collection of convertible sofas by Sealy Inc., Chicago, in this rolling in-store display, the Style Selector. Complete fabric selection plus outline form is available for the customer's inspection.*

Kellogg Promotes 'Huckleberry Hound' Contest on TV Shows

BATTLE CREEK, March 8—Kellogg Co.'s newest campaign for the promotion of its corn flakes is a "Huckleberry Hound" contest with a "Win a pair of Fords" offer.

The promotion consists of three separate contests with 25 prizes offered in each. Grand prize in each contest is a 1960 Ford country sedan and a Ford Thunderbird Jr. for the children. The 24 second prizes in each contest are Ford Thunderbird Jrs.

To enter the contests, consumers must solve the cartoon puzzle on the back panel of the corn flakes package and complete a jingle. Support will be given on tv on "Huckleberry Hound," "Quick Draw McGraw," "Woody Woodpecker," "Art Linkletter's House Party," "Hotel de Paree," "Garry Moore Show" and "The Deputy."

Leo Burnett Co., Chicago, is the agency. #

retail store advertising

ETAIL STORE advertising can "make" a product if it gets the retailers' support. If retailers withhold this support it can "break" a product.

Advertising Checking Bureau reads every advertisement published in all daily newspapers, as well as important weeklies. It will capture and tabulate these advertisements into a concise report. The report will give you a coherent picture of what your own and competitive dealers are doing.

ACB Reports will tell you how you stand. These Retail Store Reports can cover a single locality, or they can be nation-wide. They can be ordered for as little a time period as one week or one month; or on a "til-forbid" basis, which is what most advertisers choose.

These reports are specially tailored to your order. They will cover exactly the areas and the competitors that you want checked.

Since newspaper advertising takes such a large portion of the total advertising dollar, these reports are a necessity if you are to know the extent of the promotion for and against your product.

This is one of 14 services ACB offers which all have to do with getting the greatest value from your newspaper advertising. Ask for catalog.

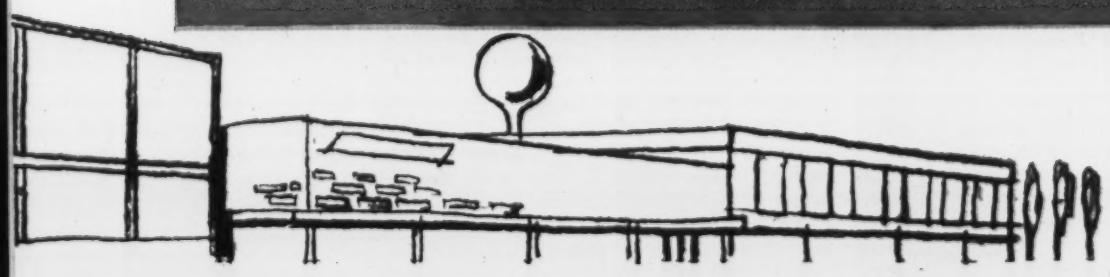
ACB

Offices and Workrooms at { **New York** (10) 353 Park Ave. South; **Chicago** (3) 18 South Michigan Avenue; **Memphis** (3) 161 Jefferson Avenue; **Columbus** (15) 20 South Third Street; **San Francisco** (5) 51 First Street

The **ADVERTISING CHECKING BUREAU, INC.**

Serving the Publishing, Merchandising and Advertising fields since 1917

- Checking-Proof Clearing House for Newspaper Publishers
- Newspaper Advertising Research Services for Advertisers & Agencies
- Cooperative Advertising Audit and Disbursement Services
- Advertising Agency Checking Department Services



MERCHANDISING AND MARKETING EXECUTIVES SEEKING SOLUTIONS FOR PROBLEMS OF THE SIXTIES

should attend 27th annual

National Premium Buyers Exposition

. . . the hub of the premium and incentive merchandise industry

April 4-5-6-7, 1960
NAVY PIER ● CHICAGO

AT NPBE, you find practical-idea men of the great premium industry . . . men of experience who have helped others solve tough marketing and merchandising problems. Here are men with records of success . . . men with ideas, who can help you get merchandising programs underway, and aid your company in getting a head start in the new decade of the 60's. It will pay you to talk with these men.

Just ONE new idea will more than pay for your time in attending.

For admittance badges to this exclusive trade show write on your business letterhead

A. B. COFFMAN ASSOCIATES

Exposition Managers
28 East Jackson Blvd.
Chicago 4, Illinois
Phone WEbster 9-0980

NPBE is under the auspices of the **Premium Advertising Association of America, Inc.**

Three Join Donahue & Coe

Donahue & Coe, New York, has appointed Lee Coller and David Manber to its copy department and Gerald D. Roscoe a vp and account supervisor. Mr. Coller formerly was with Cohen, Dowd & Aleshire; Mr. Manber was with Young & Rubicam. Mr. Roscoe was vp and account supervisor with Bresnick Agency, Boston.

GLOSSARY OF GRAPHIC ARTS TERMINOLOGY

An aid to communication for everyone in the Graphic Arts. Compiled by Don Davis, Editor of GRAPHIC ARTS BUYER, about 128 pp., hard cover. $2.50. Pre-publication special $2.00. DURALITH PUBLISHING COMPANY, INC. 1025 RACE ST., PHILADELPHIA 7, PA.

Coming Conventions

March 17-19. Advertising Federation of America, 9th District, Hotel Cornhusker, Lincoln, Neb.

April 1-3. Eastern Intercity Conference of Women's Advertising Clubs, Sheraton-Biltmore Hotel, Providence.

April 3-7. National Assn. of Broadcasters annual convention, Conrad Hilton Hotel, Chicago.

April 5. Premium Advertising Assn. of America conference, in conjunction with the premium buyers exposition, Navy Pier, Chicago.

April 20-21. Associated Business Publications, fifth annual sales management seminar, Westchester Country Club, Rye, N. Y.

April 21. Assn. of National Advertisers, fifth annual workshop on Advertising to Business and Industry, Hotel Plaza, New York.

April 21-23. American Assn. of Advertising Agencies, annual meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 22. Assn. of National Advertisers, workshop on Shows and Exhibits, Hotel Plaza, New York.

April 24-27. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 24-27. Annual sales promotion convention, National Retail Merchants Assn., Paradise Inn, Phoenix.

April 25-27. Sales Promotion Executives Assn., third annual national conference, Hotel Astor, New York.

April 25-28. American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York.

April 28-30. Advertising Federation of America, 5th District, Columbus, O.

May 1-4. National Newspaper Promotion Assn., annual convention, Westward Ho Hotel, Phoenix, Ariz.

May 2-4. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-5. Direct Mail Advertising Assn., regional convention, Fairmont Hotel, San Francisco.

May 8-10. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 8-11. Associated Business Publications meeting, Hot Springs, Va.

May 12-13. Public Utilities Advertising Assn., Waldorf-Astoria, New York.

May 12-15. Advertising Federation of America, 4th District, Beach Club Hotel, Fort Lauderdale, Fla.

May 13-14. Point-of-Purchase Advertising Institute, third annual meeting, Mayflower Hotel, Washington, D. C.

May 14-16. Advertising Federation of America, 2nd District, Skyline Inn, Mt. Pocono, Pa.

May 15-18. National Sales Executives, annual convention, Buffalo, N. Y.

May 23-25. Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.

May 26-29. Federation of Canadian Advertising and Sales Clubs, 12th annual convention, Royal Hotel, Guelph, Ontario.

May 26-31. National Federation of Advertising Agencies, annual management conference, Northernaire Hotel, Three Lakes, Wis.

June 1-3. International Advertising Assn., annual convention, Waldorf-Astoria, New York.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

June 8-9. Fifth annual Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

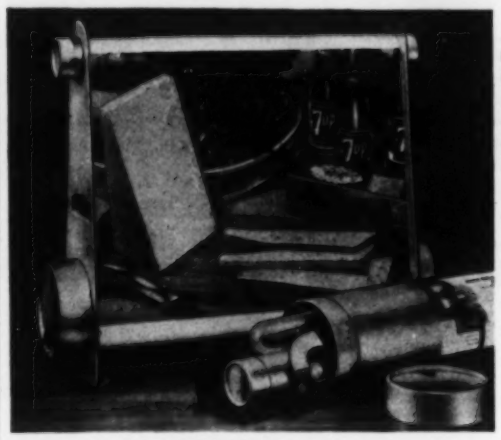
'McCall's' Boosts Hofman, Names Three Others

Norbert Hofman, formerly promotion supervisor of *McCall's* use-tested program and presentations, has been named director of the magazine's expanded use-tested department, a new post. Joseph Heller, formerly with *Look*, has been named director of presentations of the magazine, a new post.

McCall's also has named Howard Parkes, formerly with *Good Housekeeping*, to the grocery products ad group and has appointed Jacqueline Neben, fashion promotion manager, to the additional duties of beauty promotion manager.

Johnson-Bartnett Names Officers

Robert A. Bartnett, formerly managing partner in Johnson-Bartnett Agency, Flemington, N. J., has been elected president, succeeding William E. Johnson, who was appointed chairman of the board and 1st vp E. Allan Hinrichs and Charles A. Eaton 3rd, were re-elected 2nd and 3rd vps, respectively.



NEW—*Black Box Collotype Studios Inc. has developed this lighted point of purchase display which sells for $4.75 each (less in quantity lots) and comes packaged in a tube which becomes part of the display. Called Im-Pak display, it can be assembled in seconds.*

Healey Joins San Gabriel Newspapers as National A.M.

Al Healey has joined the San Gabriel Valley Newspapers, West Covina, Cal., as national advertising manager, succeeding Henry Gannon, who moved to the Los Angeles office of Doyle & Hawley, newspaper representative. Mr. Healey formerly was a sales representative of Gilman, Nicoll & Ruthman, Los Angeles.

Now serving 90,780 homes*

This is another increase in circulation for Mississippi's leading newspapers — The Clarion-Ledger and Jackson Daily News . . . Now, more than ever, your best buy for coverage and sales impact — at lowest milline rate.

* LATEST ABC PUBLISHER'S STATEMENT, SEPTEMBER 30, 1959.

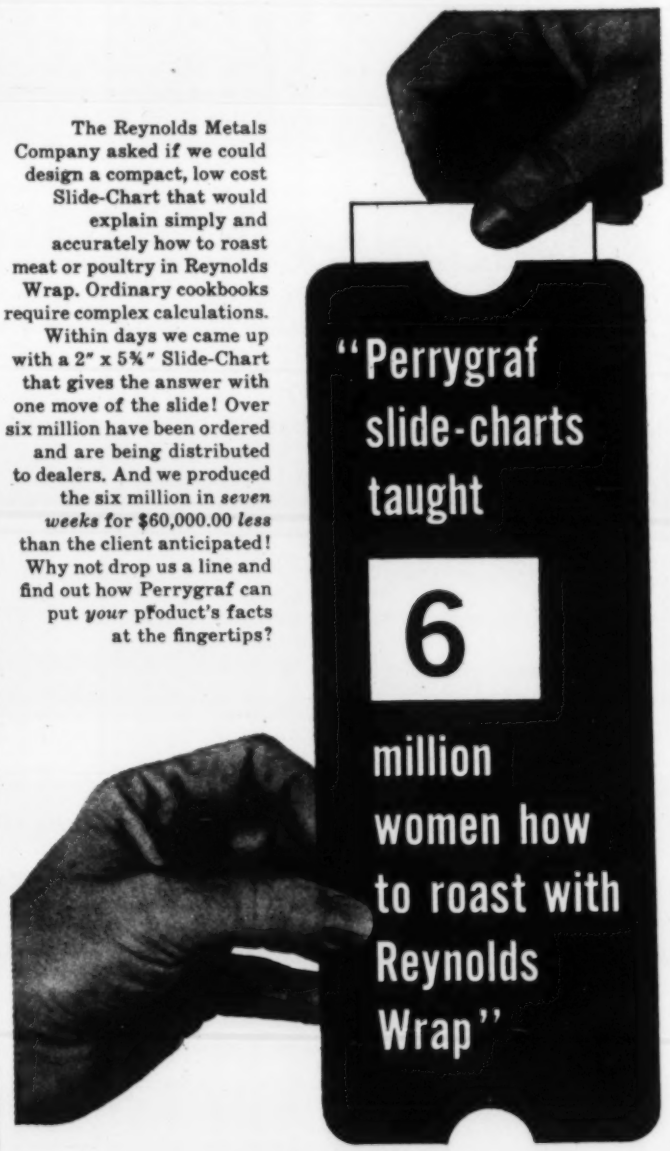
THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS

Jackson, Mississippi

Mississippi's First Newspapers • Represented by the Katz Agency, Inc.

Co-Owners WJTV (TV); WSLI Radio

The Reynolds Metals Company asked if we could design a compact, low cost Slide-Chart that would explain simply and accurately how to roast meat or poultry in Reynolds Wrap. Ordinary cookbooks require complex calculations. Within days we came up with a 2" x 5¾" Slide-Chart that gives the answer with one move of the slide! Over six million have been ordered and are being distributed to dealers. And we produced the six million in *seven weeks* for $60,000.00 *less* than the client anticipated! Why not drop us a line and find out how Perrygraf can put *your* product's facts at the fingertips?



Perrygraf Slide-Charts are precision made in facilities geared to turning out hundreds–or millions. In any size order, delivery and prices will amaze you.

Here's how you can get this modern inexpensive sales tool for your company. Give us a word picture of the job your Slide-Chart is to perform. Give us necessary data sheets or catalog pages if that's convenient. Tell us who will use the Slide-Chart and what quantities you will need. No obligation, of course. We'll tell you how your Slide-Chart can be made, what it will cost and we'll show you comparable jobs we've done.

FREE—36 page, full color booklet showing how Perrygraf Slide-Charts can work for you. 122 case histories. Write for free copy.

PERRYGRAF CORPORATION

1500-F Madison Street, Maywood, Illinois
150-F South Barrington Avenue, Los Angeles 49, Calif.
Sales Offices in Principal Cities

NEW SET OF RULES

You have to throw the book away when you buy bridal magazines. You need *different* rules because the audience, the market, the magazines are *different*.

Realize it's a big market! The Modern Bride reader spends $5½ *billion* a year!

It's a must-buy market! The Modern Bride reader *has* to buy. She has a deadline. She has floors to cover, walls to decorate, rooms to fill . . . all in a few short months!

Sell fast! The moment she says yes, the Modern Bride reader becomes a serious shopper for the first time in her life. No skip-over-the-ads attitude here. She's young . . . impressionable . . . receptive, with just 3 or 4 months to find the right brands to buy!

It's newsstand sales that count! Brides-to-be seldom subscribe. They usually haven't the time. The average engagement period lasts 6 months. In newsstand sales Modern Bride annually outsells all other bridal magazines . . . leads in total circulation, too! *And* it's the only magazine to hit the changing bridal audience with a fresh issue every other month!

Advertise year-round! This is no once-a-year market. 4000 engagements every day mean 4000 new prospects every day. Your advertising reaches a changing market, a growing market in each new issue of Modern Bride!

Contact your Modern Bride representative* today!

ZIFF-DAVIS PUBLISHING CO. * ONE PARK AVENUE, NEW YORK 16, NEW YORK, OREGON 9-7200 • 434 SOUTH WABASH AVENUE, CHICAGO 5, ILLINOIS, WABASH 2-4911 • 9025 WILSHIRE BLVD., BEVERLY HILLS, CALIFORNIA, CRESTVIEW 4-0265 • THE HAL WINTER CO., 7450 OCEAN TERRACE, MIAMI BEACH, FLORIDA, UNION 5-2661

for 3D effects

anaglyphs? scopes? bi-color spectacles?

Whatever you call 'em—we make 'em! Yes, we have bi-colored or single-colored viewers for special effects. In quantity for printing or movies in red and green or special colors. For samples, prices and FAST ACTION call or write NOW. Dept. AA3.

FREEDMAN Cut-Outs
34 HUBERT ST., N.Y.13 • CA 6-2750

Foster & Kleiser Boosts Hanson, Mack, Dana, Barry

The Foster & Kleiser division of Metropolitan Broadcasting Corp., San Francisco, has promoted four officers. Paul Hanson Jr. has been named vp-sales promotion; G. E. Mack has been advanced to senior vp and treasurer; C. H. Dana has been named senior vp-branch operations, and George F. Barry Jr. has become vp and secretary.

Since 1957 Mr. Hanson has been director of sales promotion, the title he had held previously with Standish-Barnes Outdoor Advertising, Providence, R. I. He will continue to direct F&K creative activities. Mr. Mack, with F&K 37 years, was named a vp and treasurer in 1954. Mr. Dana joined the company in 1939 and became a vp in 1958. Mr. Barry, an attorney, joined F&K in 1929 and was named secretary in 1939.

Wheaties Offers Sport Books

General Mills has revived a successful premium boxtop promotion —the Wheaties sports library of basic instructional books by experts. The books may be obtained in sets of two for 50¢ and a Wheaties boxtop from General Mills. The promotion, which was first started in 1945 and ran for five years, offers 10 books, each on a different sport.

REAL GASSER—*Patrons can eat lunch, regard the passing scene or just sit in comfort as they gas up at Esso Standard's new experimental Moto-Mat station on U.S. Rt. 61 in Gramercy, La.*

Esso Service Station 'Lab' in Louisiana Tests Extra Aids, Conveniences to Patrons

GRAMERCY, LA., March 8—Esso Standard has opened a combination service station and "laboratory" on Route 61 here to test new marketing and promotional ideas.

Dubbed the Moto-Mat, the station is owned and managed by Esso Standard and offers road-weary consumers such offbeat services as a baby nursery; hostesses, maids and porters; air conditioned sales, rest and lounging rooms, and play areas for children.

In addition to Esso gas and oil products, the motorist can also fill up on foods and beverages dispensed from a complete line of vending machines. Patios are provided for outdoor eating.

■ According to Esso, the station is designed for motorists who don't like the travel delay of stopping off at restaurants, etc. Hostesses and attendants will provide hotel and motel services, travel aids and other extra services, along with gas and oil, Esso said, and dealers will be kept informed of promotion and merchandising techniques developed at the experimental station. #

L.A. Soap Names Ruston

Charles R. Ruston, a veteran of 19 years in marketing, has been named exec vp of Los Angeles Soap Co. He formerly was exec vp of Lanolin Plus, New York.

Retail sales in Dynamic FORT WORTH topped $850 MILLION in 1959. A Billion dollar volume is predicted by the middle Sixties. Metropolitan Fort Worth is covered thoroughly *everyday* by only one medium . . . the FORT WORTH STAR-TELEGRAM, which gives you a bonus coverage of 99 other rich West Texas counties with an additional Retail Sales figure of $1,964,165,000. You SELL this market BEST in the FORT WORTH STAR-TELEGRAM.

Sources: *Sales Management;* Fort Worth's *Business Review & Forecast*

FORT WORTH STAR-TELEGRAM
Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS
without the use of schemes, premiums or contests
"Just a good newspaper"

WTRF-TV STORY BOARD

Wonder why it is that drunks never spill drinks on other drunks?

Wheeling wtrf-TV

A man sitting on a bus stared at the man sitting beside him. "Excuse me for staring but you'd look just like my wife if it wasn't for the mustache."

"But I have no mustache," said the man.

"I know," said the other guy, "but my wife has."

Wheeling wtrf-TV

Everything that makes a television market lucrative is here . . . *people, money, TV homes* and, of course, *WTRF-TV*. Put them all together and they spell success for advertiser who want to SELL!

Wheeling wtrf-TV

What this country needs is institution, constitution and pros—perity.

Wheeling wtrf-TV

Man in restaurant to waiter: "What's the offense? We've been on bread and water for almost an hour."

Wheeling wtrf-TV

Ask *Hollingbery* about the WTRF-TV sales booster merchandising plan. *George P.* has all the answers.

Wheeling wtrf-TV

Misnomer? When the cute little guy was asked why he hadn't been out to play for a couple of days, he explained, "I had intentional flu."

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

Walther H. Feldmann, President of Worthington Corp., in the company's Research & Development Center, Harrison, N. J., says:

"Research and Development are necessary to our business . . . so is advertising."

"Being a manufacturer of highly engineered products, we rely on research and development to supply the answers to many complicated problems we must solve in satisfying the needs of our customers.

"We also rely on business publication advertising to inform present and future customers of our advances. We reach a good percentage of them through such media as McGraw-Hill publications.

"Here we get *measurable results.*

"Our advertising eases the path for our sales engineers. Our advertising enhances our company image. Our advertising in business magazines helps to produce direct sales.

"We could not be as successful without it."

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N.Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

SALES BOOSTER: WESTERN UNION ADVERTISING DISTRIBUTION SERVICE!

Catalogues delivered . . . displays set up . . . ad reprints distributed . . . this is the kind of quick, personal distribution service that helps boost sales . . . and it's exactly what you get from Western Union Distribution Service. Whatever it is . . . we'll get it there . . . pronto!

Wire us collect for the full story. Address: Western Union, Special Service Division, Department 4-A, New York, New York.

WESTERN UNION

SPECIAL SERVICES

Feature Section

Advertising Age

E & E Opens Fire on Payola

Bedell Ahems Ho-Hum Ads

Weiss Pooh-bahs Economic Forecasts

Groesbeck Advises Small Agencies

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Doubts that Must Be Satisfied' . . .

Six Questions the Agency Must Answer Before Launching an Institutional Campaign

When an advertiser and its agency decide to begin an institutional campaign, many "non-advertising people" in the corporate structure are necessarily and properly brought into the preparations for and discussions of the campaign, Fred B. Manchee, retired exec vp of Batten, Barton, Durstine & Osborn, points out. The six questions these people are most likely to ask are presented here by Mr. Manchee, along with the replies that this veteran agency man believes his colleagues must be ready to answer. Mr. Manchee's statements are a chapter, entitled "Questions for the Advertising Agency," from "Developing the Corporate Image," a book edited by Lee H. Bristol Jr., to be published in April by Charles Scribner's Sons.

Fred B. Manchee

By Fred B. Manchee

Retired executive vice-president of Batten, Barton, Durstine & Osborn

"To make a success of advertising," John Wanamaker once said, "one must be prepared to stick like a barnacle on a boat's bottom. He should know before he begins it that he must spend money—lots of it. Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game."

Truer words were never spoken. It was about the advertising of products and services that Mr. Wanamaker was speaking. This was long before institutional advertising, as we know it today, was even conceived. When it comes to this form of advertising, each of his words of advice should be heavily underscored. For institutional advertising takes longer to work. It is less direct in most instances. And it is harder to measure its results.

■ For these reasons, the advertiser understandably is more reluctant to approve an expenditure for interpretive advertising. The green light is flashed less quickly than it is for product advertising. There is noticeably less spontaneity when the goal shifts from advertising that sells the company's products to the company itself.

There is still another very important, and again very understandable, reason for caution. The decision to approve product advertising sometimes lies in the hands of comparatively few people. Institutional advertising, which treats of all facets of a company, quite properly brings many more people "into the act." The newcomers are likely to be less sophisticated about advertising than their colleagues who are facing advertising problems every day. Indeed they may well need to be sold properly on the power of advertising. Their presence in advertising discussions increases the number of questions, the doubts that must be satisfied, the differences of opinion must be resolved.

All this takes time. But it is time wisely spent. Unless the doubts and the questions can be satisfactorily answered, there may well be a flaw in the planning. And, as in all major corporate decisions, a united front is highly desirable. It is particularly desirable in the case of interpretive advertising.

Here are the six questions which seem to be raised most often at the time of decision making. (Incidentally, it is wise to refrain from inviting the comments of nonadvertising people in the organization until the objectives are set, the creative work has been completed, and the cost carefully estimated.) One or two of these questions may seem unimportant. But remember they are not unimportant to the persons asking them. They deserve both a complete reply and ample time for discussion.

1. Isn't institutional or image advertising pretty much blue-sky advertising?

This is one of those general questions which is almost sure to come up. It is a flash-back to the early days of so-called institutional advertising when some of it undoubtedly did have a blue-sky cast. Integrity, faith, reliability, fidelity, trust were relied upon single wordedly to convey the corporate image. In advertising circles this form of advertising came to be known as tombstone advertising—perhaps because of the cold, graven image it invariably created. It carried precious little by way of conviction, particularly when compared to the many fine examples we have today of how the story of a company can be told effectively in print and broadcast media. Fortunately, tombstone advertising is largely a creation of the past.

■ A very good way to answer the blue-sky question is to ask another question. It is this: "Do you think the objectives on which our proposed campaign is fashioned are blue-sky?" If the reply to this question is in the affirmative, then the original question must also be answered affirmatively. A yes reply is highly unlikely if the goals have been sweated out, as they most certainly should be. By and large, most image campaigns have three major goals: to establish and increase prestige, to keep the company's name before its customers, and to publicize its facilities and its services. It is not too realistic to plaster the label blue-sky on objectives as down to earth as these.

2. When you are promoting a product, you set aside a certain percentage of sales or anticipated sales for advertising. With institutional advertising, you have nothing to tie to. How, then, can you determine how much you should spend for image advertising?

The member of the management team, usually the treasurer, who asks this question has a good point. But the truth is, that there are many examples of *product* and *service* advertising where the percentage of sales is bypassed in favor of the *task* method of determining the size of the advertising appropriation. Simply stated, this means how much money seems reasonable to accomplish the task ahead. It is this method, the task method, which is used in setting the budget for the institutional advertising campaign. How much seems reasonable to improve our image with the public? With this form of advertising, there is the further complication of multiple publics to be reached. In viewing the cost of the proposed interpretive advertising, therefore, you will wish to see that the total amount is properly broken down by as many groups as the campaign's objectives call for covering.

Think, too, of the amount of money invested in image advertising as you think of the money spent for insurance. In a real sense, the dollars appropriated for institutional advertising are like the dollars for an insurance policy premium. They protect the good name of the company with the many groups on which the company is dependent. And for most companies with new products on the drawing board or in the laboratory, the image advertising carries the further responsibility of creating a favorable climate for acceptance of the new things coming along.

3. Why cannot the image objectives be accomplished just as well and far less expensively through publicity as through advertising?

Bruce Barton once urged an advertiser to reconsider a decision to cancel its interpretive advertising. His words ring with equal force and conviction in reply

Copyright 1960 Lee H. Bristol Jr.
From the book, "Developing the Corporate Image," edited by Lee H. Bristol Jr., and soon to be published by Charles Scribner's Sons.

to the question just posed:

"Gentlemen, you can cancel your national advertising; that is, if you mean canceling the limited fraction of your advertising you originate and place.

"But the overwhelming fact is that today neither you nor any other big corporation can really halt its advertising. You can only suspend the small part over which you have control.

"The part you do not and cannot control will roll on in ever-increasing volume. It is the advertising given you by politicians with axes to grind . . . by demagogs who may point you out as typical of all that is bad in big business. . . by newspapers that hope to build circulation by distorting your acts . . . by labor leaders misrepresenting your profits . . . . by all other operators in the field of public opinion, some unfriendly and many merely misinformed.

"Thus you are going to have national advertising whether you want it or not!

"The only question you have to decide is whether it is worth a little money, a fraction of one per cent of your annual sales, for advertising of your company that will be factual, informative, and constructive.

"Or whether, in the present state of world politics, where the electorate is the court of final appeal in ALL business decisions, you can afford to take the risk of having *all* your advertising emanate from sources beyond your control."

■ Bruce Barton's advice calls to mind a similar, but shorter, statement made by John W. Hill of Hill & Knowlton. In a recent article in *Dun's Review and Modern Industry*, he declared: "Every corporation has public relations because the corporation deals with employes, stockholders, customers, neighbors, government functionaries, and many others." Then Mr. Hill added that public relations becomes a *function* "when management decides to guard, improve, or develop this asset."

This reply is definitely not intended to exclude publicity. Indeed, publicity has a very real place in the over-all image-building program. But its role is as a supplement to, rather than a substitute for, a paid advertising campaign.

4. If the officers of the company embarked on a widespread speech-making campaign, couldn't the interpretive job be done almost as effectively?

In one respect, the answer to this question is the same as the answer to the preceding question. Speech-making by officers should be encouraged and stepped up to the limit of the capabilities of the people involved. But it must be remembered that, in the aggregate, the officers will be talking to hundreds. A company's advertising can reach millions. Here, using a television program as one possible institutional advertising medium, is an example of the numbers reached.

When "I Love Lucy" was being put on live every week a few years ago, it cost about $100,000 a program. And you will remember it was at the top of the rating heap. You could produce a good play on Broadway for $100,000—or less. Let's say your play runs in the Morosco Theater. That's a good-sized theater with 935 seats. Do you know that your play would have to run to standing room only crowds for 45,000 performances, or 107 *years*, to reach as many people as "I Love Lucy" did in *one* night? It would obviously be impossible to match that coverage with speeches by officers.

5. If a company makes only ingredient products, what difference does it make what kind of image it has?

It could be argued that such a company has even greater need for interpretive advertising than one whose finished product goes through normal channels to the consumer. One very strong reason lies in the very fact that such companies *are* one step removed from the public. People are inclined to be suspicious of companies they do not know. Often such companies are targets for unfair criticism. Indeed, this is the very reason for the institutional advertising of many manufacturers who sell their products to other manufacturers rather than to the public. Another very important reason for interpretive advertising on the part of such companies is that the advertising helps sell the finished products of the advertiser's customers. The advertising of United States Steel is a classic example. A large part of this company's advertising helps sell the consumer products of U. S. Steel's customers—and thereby helps sell more United States steel.

The advertising manager of a large engineering company recently put it this way: "All we can hope to do is favorably impress those who may one day buy our products, so that we get an opportunity to sell them when the time comes." This same sound reasoning applies whether a company's products go directly or indirectly to the public.

6. How long must an advertising campaign run before it accomplishes its image-building job?

This is another question which often comes from the officer in charge of the company's finances. Had he asked the same question about product advertising, the reply would have been the same: the job is never done.

■ No, never done, because each year about three million youngsters reach an age when they begin to be interested in and influenced by advertising. If there is no advertising for three years, it means that there are nine million adults in the country who have never seen or heard an advertisement about your company. You see, a market is a procession of people. The movement is so slow that it is easy to fall into the error of assuming that a product or a company is firmly established for all time.

Someone once likened advertising to becoming addicted to dope. Once started, you can't stop. Actually, it *is* possible to break the dope habit, but you shouldn't break the institutional advertising habit once it gets started. Continuous cultivation of your company's many markets is essential. That part of it which you have educated is always dissolving at one end. Without interpretive advertising, the new people coming into the market at the other end will always be strangers.

To Sum Up:

These, then, are the six most frequently posed questions on the need of interpretive or institutional advertising. Briefly stated, the answers are:

1. Image advertising is definitely not blue sky advertising, *if* the objectives on which it is based have been carefully determined.

2. In setting the budget for such advertising, you must depend upon the task method—how much seems reasonable to accomplish the tasks you have agreed upon as being necessary?

3. Publicity can never take the place of advertising as an image builder, because you have no control over what will be said about you.

4. Speeches by officers are excellent for creating a sound corporate image. But speeches reach only hundreds of people. Advertising can help you reach thousands and millions.

5. A company making products sold to other manufacturers rather than to the public needs interpretive advertising as much, perhaps more, than one selling direct.

6. Once started, interpretive advertising should not be stopped. Population never stops growing.

There are undoubtedly other questions which could be added to the list. But these are the chief ones for which the advertising agency is well advised to be ready. In fact, the advertiser should be encouraged to ask them. Better that they be asked and fully discussed than go unasked. Unfortunately, there have been occasions when one of these questions has been raised *after* the interpretive campaign has started. This can be catastrophic. For far more serious than not doing image-building advertising is to start a campaign and, for no apparent reason, to stop it suddenly. #

The Creative Man's Corner . . .

Go Home, Adman!

Get on the Friendship Airlift!

HAVANA HOLIDAY SPECIAL

FLY HALF FARE!

NOW... through JANUARY 18th

Round Trip via National, Cubana and Eastern/Pan-Am

YES – you pay only HALF FARE! The HAVANA HOTEL OF YOUR CHOICE pays the rest... so that you may discover for yourself what a friendly welcome the Cuban people will give you... how thrilling world-famed Havana is now ... and how perfect the sunny weather! Join the thousands who are enjoying Cuba now – don't miss out on this gift of friendship from Havana. Come whenever you please during this period... stay as long as you please – the only requirement is that you stay at least four nights in whichever hotel you choose. This offer is available to you ONLY THRU YOUR TRAVEL AGENT. You pay the full fare at your take-off point – the hotel of your choice refunds you HALF! Best news of all – hotel rates have been greatly reduced! You'll find famous luxury, delicious food, unsurpassed service, and supreme comfort in any Havana hotel – at amazingly low cost!

Get on the Friendship Airlift – **SEE YOUR TRAVEL AGENT TODAY!**

your hosts... THE HOTELS OF HAVANA

We are reluctant to generalize, and we freely admit that the generalization we are about to make has exceptions—unfortunately, not many. So let us say it: the advertising mind, by what it says in all seriousness, appears to live in a world of its own making, a world of word-magic in which it assumes that, because it says something, those who see or hear the words will accept them for reality.

Who but an advertising man would assume that by calling a half-fare coach flight to Havana a "friendship airlift" the American public would forget the Castro atrocities and insults and decide he could vacation in Cuba without facing a revolution, a jail sentence or a firing squad?

This is a great idea. But, by avoiding the question uppermost in American minds, it emphasizes exactly what it would would like to soft-pedal: that Cuba is no place to go right now on a pleasure trip. By not putting it in words, the people behind this message feel they have swept something under the rug or shoved it out of sight under a bed. And they have accomplished, in their concentration on their own ends and not those of their intended victims, exactly the opposite.

Not knowing type, we can't tell the size in which that imperative statement, "FLY HALF FARE!" is set. But we would estimate that its qualifying footnote—set in the lower left-hand corner—is in six point type or less. Even in full page newspaper space it's difficult to read. And the hope of its conniving authors is that it won't be noticed—else why print it in needlepoint? What it says is, "Tourist Class Fare, Round Trip from New York." Obviously, if you go first class you don't get half your fare paid.

But why try to hide this fact? Anybody who goes for the deal is going to find out *anyway*. So who's kidding whom? This is the kind of practice that makes advertising suspect. This is why the Federal Trade Commission has put on its reading glasses. #

Is it a sin to tell the truth –Vigorously?

The righteous indignation which people felt when their intellectual heroes were caught with their ethics down has led to a new crusade for honesty in advertising.

The consumer is entitled to honesty in advertising without a crusade. We bend over backwards to be honest about the products we advertise—even though very favorably prejudiced toward them.

We think it's the function of our business to show the best side of our clients' products to the public. That's what we get paid for.

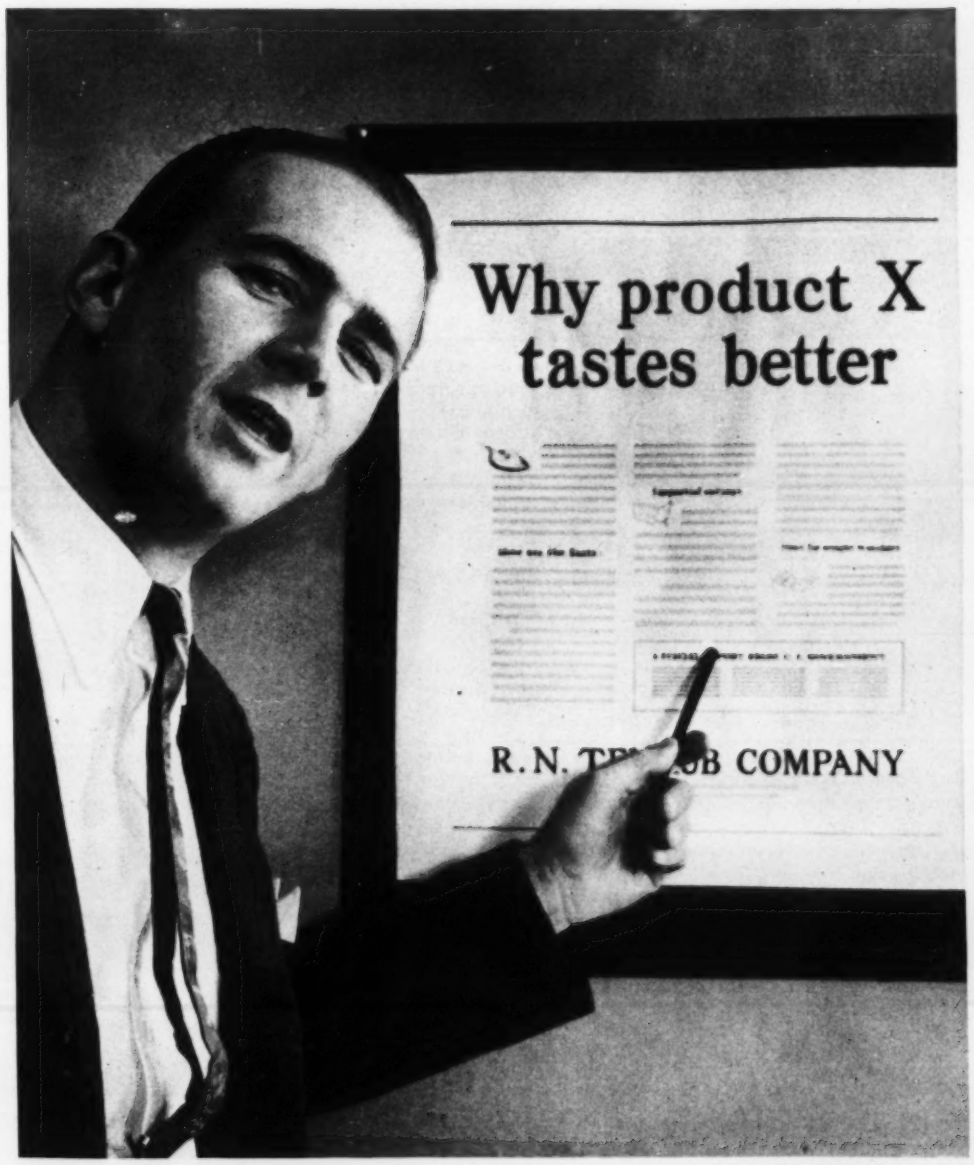
We think the function of advertising is, not to reform society, but to sell society—as it finds society.

That this selling should be truthful and in good taste goes without saying.

Any time advertising is untruthful, society can reform it very easily. Stop buying the goods.

That's the most dire (and effective) punishment we in advertising could possibly conceive.

We, for one, intend to keep on doing our level best to see that this doesn't happen to any of the products we advertise.



We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Motorola Consumer Products Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company • Star-Kist Foods, Inc. • Sugar Information, Inc. • Swift & Company • Tea Council of the U. S. A., Inc.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

Tyler Picks Ten for February . . .

Let's Be More Lovable— So They Don't Take Away our Bazookas

By William D. Tyler

You wonder if this advertising witch hunt could have been avoided if so many advertisements had not been so unlovable. There has been an ill-tempered insistence, a downright badgering of the viewer in this television age. We came into the home and hit her over the head. We told her our competitors' product was no damn good, and we made some pretty—let's face it—amazing claims about our own. If we hadn't annoyed so much, we *might* not have been quite so effective, but we would have lived to fight another day. Instead, here we sit trying to figure out what we can do with peashooters now that they've taken our bazookas away.

W. D. Tyler

"To make the best, begin with the best—then cook with extra care."
This ad appeared 39 years ago...
Campbell's
TOMATO SOUP
Have you checked the price of Campbell's Tomato Soup lately?
Campbell's Quality

Campbell's Tomato Soup

An ad that does advertising good is the one Ella Jane Buckman, copywriter of Leo Burnett, wrote for Campbell's. Art Director Lee Stanley's layout shows a 39-year-old *Post* ad that features a 12¢ price over the headline, "Have you checked the price . . . lately?" The copy points out that this is just about what you pay today. Ever-increasing volume is cited as the principal reason. A timely ad and a thoughtful one.

Renault Dealers

Automotive advertising has been dealt a much-needed shot in the arm by the small-car makers, who have brought a breath of fresh air to this somewhat routine category. An example is the Renault dealer ad that features concentric circles, each representing the "turning circle" of a small car. Point: the Renault can make a tighter turn than any other small car, or as Julian Koenig's copy says, "run rings inside other cars. The engine in the rear takes the weight off the front. When parked, you turn the wheel with a finger. *Natural* power steering." Layout by George Lois of Papert, Koenig & Lois.

Chrysler Valiant

Some of the same fresh, imaginative, uninhibited flair appears in the Valiant ad. Consider Dennis Taylor's headline: "Compare your head off!" And Don Dolen's copy: "Put Valiant against any car you've a mind to—the big ones, the bug ones, the kid brother ones." Then, there's Si Costa's headline: "Buy it by the seat of your pants." And, again, Dolen's text: "You'll feel real skedaddle (101 horses worth) from an engine that stretches regular gas like rubber bands. Mill-pond smooth, quiet as a clam. A trunk as big as a cave." Layouts by Jim Hanna of BBDO's Detroit office. This copy feels right for a bright, young challenger, which is how Valiant *should* be positioned.

Too much flexing wears out people...and tires! The new "Low Profile" tire shape flexes less, reduces heat build-up, increases mileage!
NOW! THE TIRE THAT DOESN'T GET TIRED
Takes regular air pressure... yet it's lower and wider to keep you safe at top highway speeds!
Same air pressure . . . but look at the difference!
SAFETY SHAPE
U.S. ROYAL LOW PROFILE TIRES
United States Rubber
PIONEERED BY U. S. RUBBER AS THE ANSWER TO GREATER TIRE SAFETY

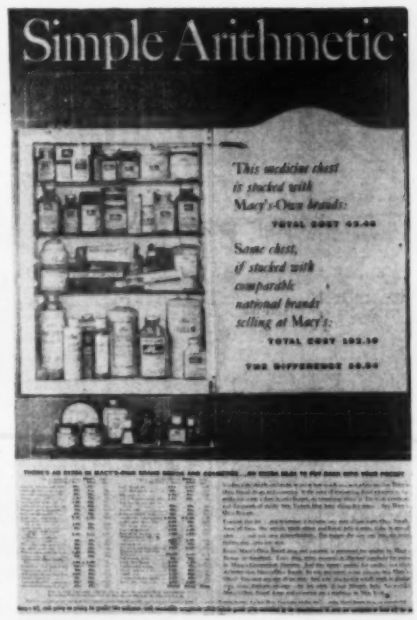
U. S. Royal Tires

For its new "Low Profile" tires, U. S. Royal ran a three-pager that does a good job of making its oval shape seem very worth while. First page is headed, "This is the New Shape of Safety in Tires." This is a teaser page, illustrated with a station attendant making an oval of his hands. The inside spread tells the product story: "Now! The tire that doesn't get tired." The shape advantage is demonstrated by a series of pix showing a gymnast doing knee bends and becoming progressively tired. This, Maxwell Sapan's copy claims, is the kind of flexing that wears out conventional round tires. Good hardworking ad, laid out by Fletcher Richards, Calkins & Holden's Earl Goodenow.

THIS IS THE NEW SHAPE OF SAFETY IN TIRES
On the following pages, see why U.S. ROYAL LOW PROFILE TIRES are the safest tires you can put on your car.

Gracie Towers Apartments

An unassuming little newspaper campaign has been pleasing New Yorkers for weeks. It's for a new apartment house over by the East River. Ad shown is typical for style. Copy explains: ". . . way of calling your attention to the swimming pool atop the Gracie Towers." Another is headed, "Ever have a river boat with dinner?" which is somewhat better than saying that the apartments command a river view. An ad that draws attention to the tax-saving feature of a cooperative is provocatively headed, "The Delectable Deductible." Still another is devoted to the quiet of the neighborhood. It's headed, "The Day O'Halloran Fell Asleep on the Job." Copy claims he "was a traffic patrolman who loved to wave his hands and blow his whistle. But, there was just no traffic to wave at except for an occasional Rolls-Royce (and you know how quiet they are). So . . ." I thought you'd get as big a kick as I did out of finding great talent in such an unexpected place as real estate advertising. Ruth Tarson and Jerry Lehrer are the writers, layouts by Otto Luther and Robert Cohan, and Monroe Greenthal is the agency.


Simple Arithmetic
This medicine chest is stocked with Macy's-Own brands:
TOTAL COST $52.40
Same chest, if stocked with comparable national brands selling at Macy's:
TOTAL COST $102.10
THE DIFFERENCE $58.64

Macy's Own Brands

If you were a retailer with a line of private-label drugs and cosmetics, priced to sell at less than national brands, could you find a better way to present your proposition than in this ad by Macy's, headed, "Simple Arithmetic"? I don't think I have to explain the ad; it does its own. What you probably can't read is the comparative price list at lower left, where the cost of national brands is compared with Macy's, to arrive at a total saving of $58.64. The idea was Macy's Creative Director, Morris Rosenblum, copy by Judy Young, and layout by Robert Wilvers. This may well be the best ad of the month.

Somebody out there must be selling her

It could be Don McNeill's Breakfast Club . . . it could be Eydie Gorme . . . it could be Dennis Day . . . it could be any ABC Radio Network program or package. It could be a renewal sponsor (there are 57 of them). It could be a sponsor doing his network radio selling exclusively on ABC (there are 58 of them). All 119 advertisers (30 more than last year) . . . are out there selling her everything from corn pads to cars.

ABC Radio Network

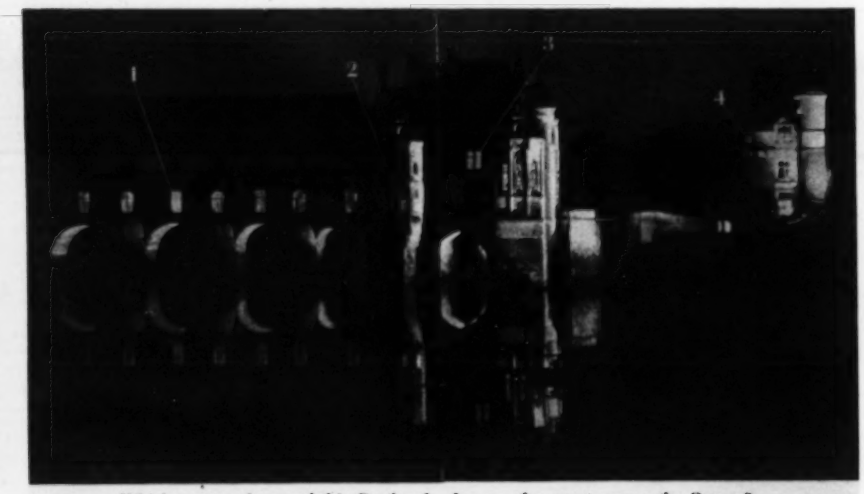
ABC ADVERTISERS AND PRODUCTS IN 1959 AFL-CIO • ACNECARE • AQUA-IVY • AERO-SHAVE, BLACK FLAG, WIZARD DEODORIZER • AMERICAN HOME MAGAZINE • AMERICAN TELEPHONE AND TELEGRAPH • APPIAN WAY PIZZA PIE MIX • APPLE VALLEY BUILDING DEVELOPMENT ASS'N • ARCHWAY COOKIES • ASSEMBLIES OF GOD • AYDS, ITALIAN BALM • BABY SWEET & SOOTHENE • BAPTIST BIBLE FELLOWSHIP, INC. • BELTONE HEARING AID CO. • BENRUS WATCH • BEN MONT PAPER, INC. • BILLY GRAHAM EVANGELISTIC ASSOCIATION • BROMO-QUININE COLD TABLETS • BRUCE CLEANING WAX • BURGESS VIBROCRAFTERS • CADILLAC (DIV. OF GENERAL MOTORS) • CALIFORNIA STATE DEMOCRATIC CENTRAL COMMITTEE • CAMEL AND WINSTON CIGARETTES • CAPE CORAL REAL ESTATE • CASITE • CHANGING TIMES MAGAZINE • CHEF-BOY-AR-DEE • CHICK-CHICK & PRESTO EASTER EGG COLORS • CHOOZ • CLAIROL • COLGATE DENTAL CREAM • DAB • DAWN BIBLE STUDENTS ASSOCIATION • DODGE (DIVISION OF CHRYSLER CORP.) • DR. CALDWELL LAXATIVE • DR PEPPER CO. • DR. THOMAS WYATT • DRISTAN • EX-LAX • FAB • FOGLER'S COFFEE • FRED STREETER'S PLANT GROWTH TABLETS • GENERAL ASS'N OF DAVIDIAN 7TH DAY ADVENTISTS • GENERAL NUTRITION CORP. • GOSPEL BROADCASTING ASSOCIATION • GREY-ROCK • GROSSET & DUNLAP, INC. • GUARDIAN MAINTENANCE (DIV. OF GENERAL MOTORS) • HARRISON HOME PRODUCTS • HIGHLAND CHURCH OF CHRIST • HUDSON VITAMIN PRODUCTS • 6-12 INSECT REPELLENT • JELL-O • KVP CORP. • KAPP RECORDS • KOOL AID • KRETSCHMER CORP. • LEVOLOR VENETIAN BLIND • LUCKY LAGER BREWING CO. • LYON VAN AND STORAGE • MAGLA PRODUCTS • MAXWELL HOUSE COFFEE • MENTHOLATUM CO. • MERIT PLAN INSURANCE CO. • MIDAS MUFFLER CO. • MIRACLOTH & DOTTIE DUSTCLOTH • MUSSELMAN APPLE SAUCE • McCALL'S MAGAZINE • McCULLOCH MOTORS CORP. • NR TABLETS • OLDSMOBILE (DIV. OF GENERAL MOTORS) • ORAL ROBERTS EVANGELISTIC ASSOCIATION • PABST BREWING CO. • PALL MALL CIGARETTES • PARKER PEN CO. • PEPSI-COLA CO. • PETER PAUL, INC. • PLANTABBS • PLYMOUTH (DIV. OF CHRYSLER CORP.) • PONTIAC MOTORS (DIV. OF GENERAL MOTORS) • PURITRON CORP. • QUAKER STATE OIL REFINING CO. OF CALIFORNIA • RADIO BIBLE CLASS • RENUZIT HOME PRODUCTS CO. • ROCK OF AGES CORP. • ROYAL GELATIN, CHASE & SANBORN INSTANT COFFEE • SARAN-WRAP • SAVINGS & LOAN FOUNDATION • SCAMPERS • SCANDINAVIAN AIRLINES SYSTEM INC. • SCHICK, INC. • SEALY MATTRESS CO. • SHIPSTADS & JOHNSON ICE FOLLIES OF 1960 • SIDNEY WALTON'S 7 LITTLE BOOKS • SLEEP-EZE • MISTER SOFTEE, INC. • SPRINGFIELD HOME PRODUCTS • SPRUANCE BREAD MIX • ST. JOSEPH ALMANAC CALENDAR • STA-FLO, STA-PUF, SYRUP CREAM CORN • STANDARD OIL OF INDIANA • STANDARD OIL OF CALIFORNIA • STEVENS TV ANTENNA • SUPER M-39 VITAMINS • SWANSDOWN CAKE MIXES • TRIP OF THE MONTH CLUB • U.S. POOL CORP. • UNITED ARTISTS CORP. • UNIVERSAL COFFEEMATIC • UNIVERSAL INTERNATIONAL PICTURES • VAN NUYS SAVINGS & LOAN ASSOCIATION • VOICE OF PROPHECY, INC. • WATCHMAKERS OF SWITZERLAND • WESTERN AIRLINE • WHITE CROSS HOSPITAL PLAN • WHITEHOUSE COMPANY • WORLD VISION, INC. • WALT DISNEY TOYS • ZINO PADS

Rose's Lime Juice

This ad from *The New Yorker* fits that medium pretty well. It is designed to sell the Gimlet, which is just fine with Rose's, as theirs is the exclusive ingredient for the drink. Frank Fraser's copy apostrophizes the drink in a sexy sort of way: "I knew right away I would like you. You're so simple and uncomplicated. Vodka, Rose's Lime Juice and a single island of ice. What do they call you? Gimlet? Why that's a perfectly adorable name!" Layout by Erwin Wasey, Ruthrauff & Ryan's Ralph Ammirati.

Headliners

Quite a few this month. Two left over from the Christmas holidays: For Medaglio d'Oro Coffee, "The Drink that Mixes Best With Gasoline," by MacManus, John & Adams' Mark Lawrence. For Sonotone Hearing Aids, Doherty, Clifford, Steers & Shenfield's Gail Raphael wrote, "Help take the silence out of 'Silent Night'." Art Mayer of Hicks and Griest is responsible for a Dixie Cups headline: "At last! A paper cup that doesn't spoil the taste of good coffee." And there was a real good one from Curt LeWald of William M. Spire's for Port Charlotte in Florida: "How can you afford to stay up North . . . when it costs so little to live in the sun?"



French Tourist Office

The idea of promoting travel to France by promising tourists keyhole glimpses of historical places of assignation, complete with rousing details, is a pretty sound one, American tourists being what they are and their interest in France being what it is. Nobody could do it much better than Mary Wells in the color spread of a chateau, with a bed-by-bed description of what went on in the reign of Henri II. The layout is by Doyle, Dane, Bernbach's William Taubin, and it makes, in total, an ad that's mighty hard to pass by.

Canadian Club Whisky

This brand is doing an excellent job of playing up the fact that Canadian Club has had some 65 imitators, each of whom has either been driven or legislated out of business. It's more sincere tribute to the product than anything the brand can say for itself. As such, this makes highly effective advertising. The "out-in-the-cold" gag may get in the way of delivering the message with utmost clarity; but the net effect is impressive and readable. Interesting layout by Folke Lidbeck of C. J. LaRoche.

What's Doing on the Legal Front . . .

The Battle of the Hair Creams

By Sidney A. Diamond
Member of the New York Bar

Occasionally, a judicial opinion contains a surprising amount of information about marketing problems and how they are solved. Trademark infringement cases are the best source for this kind of material, and a good current example is the litigation between "Brylcreem" and "Valcream."

Sidney A. Diamond

"Brylcreem," a product of Harold F. Ritchie Inc., is a cream-style men's hair dressing packaged in tubes. It has been on the market for many years, although sales only reached substantial proportions comparatively recently. The figures revealed in the opinion are $854,000 for 1953 and $6,000,000 plus for 1959.

■ Chesebrough-Pond's has produced a "Vaseline" hair tonic for a long time. It also has had a "Vaseline" cream hair tonic on the market in bottles since 1947.

In 1955, Chesebrough-Pond's decided to introduce a cream-style hair dressing in tubes. The determination to do so was prompted by a study of the growth of this market, and, particularly of "Brylcreem," the acknowledged leader in its field since 1953. Evidence introduced at the trial showed that Chesebrough-Pond's had scrutinized all phases of the "Brylcreem" product and its promotion, and had run "blind tests" of its new tube product against "Brylcreem," before reaching a definite conclusion to go ahead.

Then came the question of a brand name. Chesebrough-Pond's rejected the idea of using "Vaseline" because it preferred to create a separate product identification for the new item rather than risk confusion with its own cream-style dressing sold in bottles. The problem was turned over to the advertising agency on the account (not named in the opinion), which came up with a list of approximately 250 names. One sub-heading on this list was "the 'Brylcreem' type" and from this group of twenty names Chesebrough-Pond's selected "Valcreem," which it modified to appear as "Valcream."

That name appeared to be clear after an independent trademark search, and Chesebrough-Pond's introduced "Valcream" in eight test markets commencing in August, 1956. It was placed on sale nationally in April of 1957.

■ The color scheme of the "Valcream" tube was somewhat similar to the one used for "Brylcreem"; both tubes had red "fez" caps during one period of time; the tube orifice for both products was size 20; and the sizes and list prices were identical (1¾ oz. tubes selling for 39 cents and 4 oz. tubes for 59 cents). Although some competitive products were on the market, none of them had a 1¾ oz. size, a 39-cent price or a size 20 orifice.

These and other details were brought out at the trial in an effort to show conscious imitation by Chesebrough-Pond's. The judge, however, concluded that the resemblances between the tubes and cartons were not likely to produce any confusion, and that the other "alleged evidence of conscious imitation is nothing more than advertising jargon and the use of practices which are common in the business world in general, and in this highly competitive field in particular."

■ There also was some evidence of actual confusion among consumers. Most of this grew out of a television promotion on the West Coast in which Gil Hodges offered to purchasers of the 59-cent size of "Valcream" a personally signed refund check if they mailed the empty carton to a Post Office box number in New York. Several "Brylcreem" cartons were received in response to the Gil Hodges campaign; some turned up in the "Valcream" Post Office box, while others were sent directly to the "Brylcreem" manufacturer.

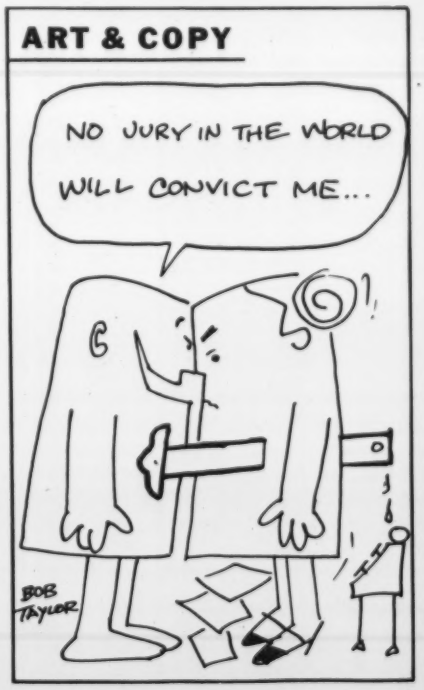
The basic legal issue in a trademark infringement case, as this column has mentioned before, is the likelihood of consumer confusion resulting from the use of the challenged mark. The judge in the "Valcream" case made a pertinent observation that seems a little startling at first glance, but is entirely logical when you realize the basis for it. *Actual* confusion does not necessarily prove that confusion is *likely*.

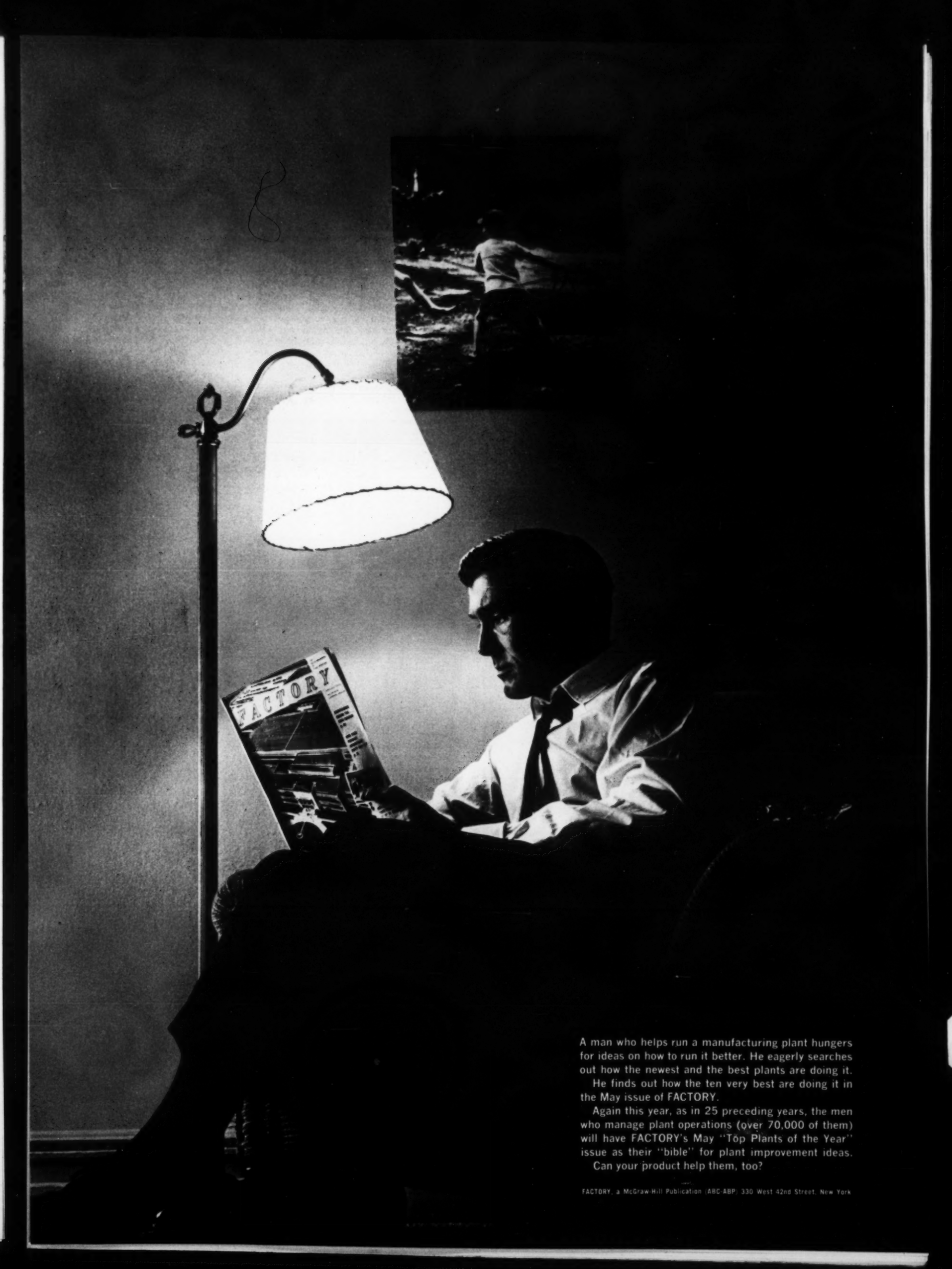
As the judge said, the evidence of the mix-ups resulting from Gil Hodges offer really shows only "the usual carelessness and inattention of the purchasing public. Any confusion which may have arisen," he went on, "was not attributable to any action of the defendant (Chesebrough-Pond's) but rather to the lack of reasonable concentration on the part of the potential consumers."

■ Whether or not confusion is likely constitutes a legal question that is up to the judge to determine. He will consider evidence of actual confusion as having a bearing on this question, but the basic standard is whether "an appreciable number of ordinarily prudent purchasers will be confused." As another judge put it in a different case, "The test is the *likelihood* of confusion, not the number of specific instances of customer mistakes which can be piled up."

Finally, we come to a specific comparison of the two brand names themselves. The syllable "cream," whether or not misspelled, is descriptive as applied to a cream-style hair dressing and cannot be appropriated by any manufacturer as his exclusive property. The first syllables "Val" and "Bryl" are fanciful and have sufficient individuality to be readily differentiated. Nevertheless, the presence of "cream" in each trademark creates a definite resemblance when they both are

ART & COPY





A man who helps run a manufacturing plant hungers for ideas on how to run it better. He eagerly searches out how the newest and the best plants are doing it.

He finds out how the ten very best are doing it in the May issue of FACTORY.

Again this year, as in 25 preceding years, the men who manage plant operations (over 70,000 of them) will have FACTORY's May "Top Plants of the Year" issue as their "bible" for plant improvement ideas.

Can your product help them, too?

FACTORY, a McGraw-Hill Publication (ABC-ABP) 330 West 42nd Street, New York

compared in their entireties.

What is the correct test of confusing similarity in a situation like this? Each trademark must be considered as a whole. But if a part of the mark is descriptive, it will be given less weight than the arbitrary portion in deciding whether or not confusion is likely. Applying these standards, the judge came to the conclusion that "Valcream" is not an infringement of "Brylcreem."

There have been an unusual number of reversals on appeal in trademark cases recently, and it is possible that the battle of the hair creams will end eventually in a different result. Even when legal principles are well established, applying them to particular sets of facts can be a difficult task, and judges, as well as lawyers, may disagree. Regardless of possible appeals to higher courts, the particular interest of this decision is the light it sheds on the product development and brand name problems of "Valcream." #

The Peeled Eye Department . . .

"How South Carolina plant gives the biggest net profit"

"By far. For one thing—right from the start South Carolinians out-produced seasoned workers in our other plants. And the savings on taxes, water, power and transportation, all helped the profit pictures. I wish all my plants were in South Carolina . . . now."

Investigate South Carolina. Write or call Walter Harper, Director, State Development Board, P.Opinr 5-2012, Dept. NT-110, Box 867, Columbia S.C. for free booklet, "South Carolina on the March."

Strolling through the want ads

Here's a classified that ran early this year in the Milwaukee *Journal*:

WILL OTHER persons who saw a black bear blowing a horn in a car in a parking lot on E. Capitol Dr. about 2:30 a.m. New Year's Eve, please contact L. V. Barnes at BR 6-4857.

Says J. A. Bartels, assistant sales manager of Bruner Corporation, Milwaukee, who sent it along:

"It is not a gag—it seems that this poor fellow saw, really saw, a bear in a car parked near a cocktail lounge on New Year's Eve. When relating the tale to other individuals, he was, of course, not believed and had to set out to determine whether or not these 'hallucinations' would return. It turns out today that this bear had been picked up by two individuals who were traveling to a nearby community. They purchased the animal from the Milwaukee Humane Society, and it seems the bear loves to ride in automobiles and beep the horn."

Oh, well. As one of the elevator men that serves the advertising agency where we work said on the Monday morning after New Year's, "It's a bad day today all over the world."

Maybe they should tell the Queen?

A reader in London writes that "One of our clients, Johnson & Johnson . . . sent us a Job Production Order reading as follows:

" 'Copy and Artwork required for Baby Powder Presentation Casket, intended for presentation to the Royal Family on the birth of the new Royal infant. We have scheduled the baby's birth for 28th February.' "

Nice of J & J to arrange things so efficiently. As it turned out, however, the baby was born Feb. 19. We hope everything was ready on time. #

What Goes on In those Silent, Big Wheel Conversations?

By Dick Neff

What are the models saying?

We often wonder who those models are who do the talking in those Big Wheel conversation ads that are so fashionable nowadays. We wonder, too, what they're really saying.

Dick Neff

Take the *Newsweek* ad you see here. Now if print ads had to play under television rules there'd have to be a big caption somewhere reading: A DRAMATIZATION.

Maybe we'd have a credit or two, too —"Cigaret holder and clock by Tiffany . . . Furniture by W. J. Sloane . . . Men's suits by Brooks Brothers. . ."

Then, to be really on the up and up, in view of all this FTC business, maybe the *Herald Tribune* should demand that *Newsweek* print what the man on the right is *really* saying.

For example: "A little closer, honey, the photographers can't see a thing." Or —"What happened to that other gallon of Manischewitz Wine?" Or—"Try one of these *King*-size reefers, man—they're wild!" Or maybe just plain "Zzzzzzzzzz."

Give us a hand—what do *you* think the jokers in these ads are saying?

Good morning?

According to an announcer on radio station WPAT in New York, there's a new greeting going around in Washington these days: "What's poisonous this morning?"

One Solitary Ad

Last December, in a serious moment, we brought our readers a message by Pinelawn Memorial Park—it seems inappropriate to call it an advertisement—entitled "One Solitary Life." The "life" referred to was that of Jesus Christ.

Mr. Alfred Locke of Pinelawn wrote us as follows in a letter on December 18th, four days after the message was reprinted:

"You are at present getting us snowed under with requests for copies from advertising agencies all over the country. . . . "I must say that your article has scared me a little bit because we, for example, have gotten a letter from the—— Brewing Company for copies. It certainly has occurred to me, and maybe it has occurred to you, that this may turn up on fancy whisky Christmas cartons, plastic give-away rain hats, and the like, as advertising. With this in mind, I was wondering if you could dedicate a paragraph in a subsequent issue asking your fellow advertising men to exercise discretion in the use of the message and not destroy it by thoughtlessness."

We're happy to do this for him, and we're sorry we're so slow getting around to it, especially since he was kind enough to make the following remarks:

"I am startled by the number of requests . . . I am also very much surprised by the number of people who have enclosed dollar bills, plenty of postage stamps, etc. You must have a very high quality readership . . ."

All in all, about 200 people wrote in requesting reprints, including a press agent in Hialeah.

We hope it affected him as profoundly as it affected us and many of our correspondents, judging by the letters which Mr. Locke was good enough to send along for us to see.

Just goes to show there's a little bit of good in everybody, even readers of the Peeled Eye.

Salesense in Advertising . . .

What a Silly Ad

By James D. Woolf
Creative Consultant

Brand Names Foundation advertising, as I understand it, promotes a serious and important concept—namely, "A Brand Name is a maker's reputation."

It is a concept not to be taken lightly, a concept worthy of the reader's intelligent and thoughtful consideration.

James D. Woolf

It is also a concept that upholds national magazine advertising. "Magazine advertising," we are told, "helps you get the most value for your money."

■ Getting the most value for your money, in these days of mounting prices, is no laughing matter, and for this reason I think the Brand Names half-page shown here is not suitable for so serious a subject. I can think of only one possible reason for such inane and frivolous treatment.

That reason is the sadly mistaken idea that people will not pay attention to sensible, serious advertising.

You get more value and satisfaction for your money when you buy by Brand Name because the specialized knowhow of the manufacturer stands behind your purchase.
Brand Names give you publicly approved standards of quality and value, for a brand-name product has to earn its good reputation against all its competition.
Magazine advertising helps you get the most value for your money. Choose a maker's Brand Name you know.
A Brand Name is a maker's reputation
CONFIDENCE
BRAND NAMES
SATISFACTION

■ Today, more perhaps than ever before, advertising needs the respect of the American people. I fail to see how this silly ad, with its meaningless, crudely drawn cartoons, can possibly enhance the dignity and stature of advertising.

Brand Names Foundation has a fine story to tell. The subject is rich in possibilities. But this ad, in my opinion, misses the boat by a country mile.

Let me repeat: Never has there been a more needful time to eschew silly advertising. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

america in print

The varied interests of Americans are shown . . . in periodical review . . . at every magazine stand. The man with an eye for a pretty girl, a handsome new car or motor boat, the newest thing in clothes, the latest developments in science, art, sports, or politics . . . can keep up with the passing show of American life through his favorite magazines. American magazines blanket the interests of masculine America . . . and pinpoint them. The magazine advertiser can command the attention of all literate Americans . . . or any special audience. He can make his appeal in brilliant color against a background of editorial color. Magazines are basic media for national advertising because they reflect the interests of America in print.

We know what magazines can do for American advertisers because, for more than a quarter century, we have worked with leading advertisers and agencies from coast to coast to set new standards of photoengraving reproduction for magazine advertising. Many history-making color advertisements have passed through our shop including the first multi-page insertions. This series of advertisements, developed in collaboration with artists and photographers who illustrate the editorial and advertising pages of magazines, is an appropriate way of expressing our faith in the social and economic values of America's national magazines.

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago

Illustrator: Ted Rand, free-lance illustrator painter, teacher, and artist-correspondent who works out of Seattle, Washington.

AD-VERSE REACTIONS

"with charity toward none"

By Draper Daniels

Creative Director

The creative director, as you might expect,
Is a man who can neither create nor direct.
A nimble neurosis, surrounded by meetings,
When the lambs come to slaughter he heeds not their bleatings.
With a double-edged tongue and nerves thin as tissue,
He faces each problem by dodging the issue.

Agencies Ask Us . . .

Discovering Those 'Lines of Least Resistance'

By Kenneth Groesbeck

One of my New York friends, referring to one of the six essentials of the selling idea which I listed in my Feb. 15 piece, asks me to define further what I mean by, "attuned to the consumer's predilections."

Kenneth Groesbeck

He knows about what I mean, he says, but how important is this attunement in advertising and in selling in general? And how does one go about securing it?

The idea, of course, has long been familiar even to most elementary psychology. It has usually been called "procedure along lines of least resistance" to the mind addressed. A still more familiar expression of the idea is when we say something is "sure fire." And a final version is when we say, "You can't go wrong if you stick to dogs and babies."

■ While all advertising people are thoroughly aware of this principle, they frequently overlook it in producing advertising or planning selling strategies. This is surprising. You would think, would you not, that skilled promotional minds would instinctively take the easiest way to accomplish their ends, and that this way must surely be the one to which the victim objects least?

Actually, too many of us give no thought whatever to the preconceived ideas of the people we are addressing, to the state of their minds, to whether they are receptive or hostile. We do all our thinking on evolving what seems to us to be the strongest or most interesting or most unusual presentation of our case. In other words, we talk to ourselves. If our audience is the same breed of cats as we are, we may hit the right slant. If, however, as is much more likely, our audience is different from us, we might as well address them in a foreign language.

■ We need much greater knowledge of the battleground on which we plan to fight, where the enemy's troops are massed, and in what force. This is elementary to any military strategist. And there are many similarities between selling and fighting a battle. The person we are addressing is our enemy only, of course, in the sense that he is hostile to us in that he doesn't want to be bothered with what we want to tell him. This is the usual situation we encounter in any form of selling, indeed in any form of communication.

The first thing to do in planning any advertising campaign is to create an exact image of the mind we plan to talk to. Before we shoot, we must see our target.

■ This human being we hope to interest and convince is, so far as we are concerned, a mind only. What is this mind like? What is its background? What are its capacities? Its weaknesses? Its prejudices? Its knowledge? How intelligent is it? And finally, to what favorable or unfavorable influences has it already been subjected, on the subject we are pursuing? Is it, so far as our case is concerned, virgin territory? Or is it already preconditioned, for or against us?

This is a complicated and difficult field of research. Any human mind may belong to one of a thousand different degrees of ability, it may be comparatively full or quite tragically empty. It is the product of heredity modified by environment and experience. Upon its basic character are constantly being impinged happenings and sensations which change it constantly. It is in a state of flux, fluid, moving, changing. Most significant of all to us, it works not only influenced by reason, but also by emotions.

■ All of this sounds discouraging. How in the world are we to produce an accurate picture of this changeling, this many faceted jewel, this harlequin, this bundle of strengths and weaknesses, this often illogical, emotion swept organism, the human mind?

Before you answer me in the negative, and say it can't be done, reflect upon the profound truth that you will succeed in your endeavors almost exactly in proportion to your knowledge of the mind you address. Think how often we say, of a successful salesman, politician, writer, "He knows human nature."

Some people have this ability by instinct, as it were. They just seem to understand what makes the human being tick. Most of us, however, have to acquire this knowledge by hard work and intensive study.

■ To understand people, I think we need to be interested in them, be in sympathy with them, regard them as important. The better we like them, the more chance we have to understand them. So many of us are ourselves blinded by our own prejudices, handicapped by disagreeable experiences we may have endured, so that we fail to see other people clearly. We need to know ourselves as well as others!

Once we have reached the point where we understand human nature, we are greatly helped by the fact that certain basic principles seem to hold true of the vast majority of people. Once I call this fact to your attention, and I am sure you agree with me, I need not labor the point. Superimpose upon these accepted general principles the specific characteristics which mark the particular minds we are addressing, and we have a fairly accurate picture of our audience.

Now take the details of the story we wish to tell, and shape them to the easiest and readiest acceptance by the minds we are addressing, and chances are we have an effective and economical selling and advertising strategy.

Long before you come to the question "What shall I say?" answer this one: "To whom am I talking?" That's just the colloquial (and therefore far more effective) form of "attuned to the consumer's predilections." I suspect my New York friend wanted me to talk plainer English. He could be right. #

On the Merchandising Front . . .

Marketing Needs the Professional Mathematician

By E. B. Weiss

The world of marketing is in great need of two statistical programs:

1. Better government statistics (most government statistics employed in marketing are woefully inaccurate).

E. B. Weiss

2. Top mathematical talent to interpret statistics.

Marketing will get better statistics from government only if and when marketing unites in a determined effort to prod Washington to clean up the statistical mess that exists in most of the federal agencies which compile statistics used by the business community.

But marketing's *use* of statistics is more directly under the control of the world of marketing. Unfortunately, there is every reason to conclude that marketing tends too often (not always, of course) to employ kindergarten mathematical talent in making statistical analyses.

Consequently, even if marketing succeeds in getting improved statistics from government, the end result will not be appreciably more trustworthy as marketing guides unless and until competent mathematicians are added to the marketing team. (Even electronic calculators will not solve this problem; trained and keen mathematical brains are essential both in feeding statistics into the electronic data processors and in intelligently appraising the conclusions of the electronic brains.)

■ Surely it is obvious that marketing, in all of its functions, is turning increasingly to statistical analysis. But too often, the statistics are assembled (from government sources) and interpreted by individuals who know too little about the inaccuracies in government statistics and who know even less about the science of mathematics. The statistical hodge-podge that ensues in the form of statistical marketing analyses is then presented in turn to executives for decision whose knowledge of the unreliability of government statistics and of the science of mathematics is of an even lower order. (This is not completely true, of course, of some of our giant corporations, although even here the role of the mathematician in marketing is limited.)

It is both an odd—and an unfortunate—situation. It is odd because in most of its other functions where professional or highly-talented technicians are required, industry seeks out the professional scientist and the professional technician. This is true not only in the laboratory, not only in the engineering and chemical functions, but in certain other functions as well.

But in that broad realm now covered by marketing, industry tends to rely for statistical analysis on individuals whose mathematical knowledge can too seldom be classified as of a *high* professional order.

■ It used to be said that everyone, including the shoemaker, fondly imagined that some day he would write the great American novel. In other words, few people seem to doubt their writing ability. Similarly, too few in marketing have any doubt about their ability to work with figures.

I understand there is only one true science—mathematics. Yet in all the other arts and disciplines there are few lay people bold enough to practice—with the possible exception of the social sciences—where so many with just a year or two of training function as psychologists (in itself a most undisciplined discipline). But in mathematics marketing lay people by the thousand play with the one great science with total abandon.

WITH CHARITY TOWARDS NONE

"a writer of little manuals addresses Draper Daniels"

By Dave Snazell

Oh, Schvengali of Gibraltar's Rock
—Advertising priest without the frock—
I've scanned those quips you write in verse,
And pardon if I'm rather terse,
But when you phrase those words in rhyme
Which Burnett client pays your time?

PICTURED ABOVE WITH REYNOLDS WRAP . . . FINE PRODUCTS OF ARMOUR AND COMPANY

Look to the Leader in Foil Packaging

REYNOLDS ALUMINUM

To give your quality product the *leadership image* . . . to make it stand out as foremost in its field . . . must be a major goal of your entire promotion. *And the first step is the package.* To the consumer's eye scanning the shelf this *is* the product. Pictured here on Reynolds Aluminum Foil is one family of examples selected from the long roster of brilliant successes in Reynolds Wrap Aluminum Packaging. Does your product have a place on this distinguished list?

QUALITY PROTECTED WITH Reynolds Wrap ALUMINUM PACKAGING

SEAL HELPS SELL!

Proclaim the fact that your product has the quality protection of Aluminum Foil . . . it pays! Tell the story on your package, too . . . with the Reynolds Wrap Aluminum Packaging Seal. Used on more and more products, known to more and more shoppers . . . surveys prove this Seal helps sell!

PACKAGING LEADERSHIP

As a leader among packaging materials, aluminum foil has two kinds of advantages . . . protection and display. And Reynolds has gone farthest in developing both. Reynolds has pioneered in combinations of aluminum foil to meet special protective requirements...and also in new enhancements of foil's inherent beauty—such as registered-embossing. Production facilities are unequalled... including gravure presses reproducing in up to 8 colors. Whatever your needs—overwraps, liners, pouches, envelopes, containers, folding cartons, labels—call the nearest Reynolds sales office. Or write to **Reynolds Metals Company,** Richmond 18, Virginia.

See these Reynolds shows on ABC-TV network: "BOURBON STREET BEAT" and James Michener's "ADVENTURES IN PARADISE" Monday nights.

REYNOLDS ALUMINUM

I am not saying that those who work with statistics in marketing are *all totally untrained* in mathematics. But I do contend that too many in marketing are involved in statistics in a professional way although they have little mathematical training.

If our government statistics were accurate, this would *still* be bad. But with our government statistics in such a mess, confusion is being worse confounded.

When I urge that marketing employ more "mathematicians," I use the term loosely. I rather doubt that marketing would have use for the great mathematicians at Princeton's Institute for Advanced Study and, I hasten to add, vice versa! But I view with increasing foreboding marketing's mounting reliance on poorly-compiled statistics and poorly-trained statistical analysts. More mathematical specialists of various types are needed by marketing.

I confess I am doubly concerned about this situation because I lean toward disciplined intuition rather than toward slavish acceptance of statistical analysis in most marketing decisions. Therefore, it bothers me to see marketing turn away from intuition and lean so heavily on what is presumably sound statistical analysis. But even granting this personal bias, I earnestly believe that marketing would do well to upgrade its statistical house. This would involve both the statistics and those who work with them. (This might be a subject for discussion by the American Marketing Assn., which tends strongly toward the statistical approach in its programs.) #

Employe Communications . . .

Hopes Rise for Industrial Harmony

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

Don't look now, but an educational object lesson of comforting proportions appears to be emerging from the recent labor-management hassles. The announcement of the steel strike settlement, arranged under the sponsorship of Messrs. Nixon and Mitchell, carried with it some inferences about responsibility on both sides that can't go unheeded. The principal inference: Get your houses in order, or the public will do it for you.

Although there was a certain amount of chortling over the settlement among union members who concluded that the triumph was theirs, the cheering section soon subsided. It was apparent that nobody won this round.

It appears that union leadership itself is more concerned about the loss than management. There are indications in union circles that the leadership is alarmed about the rising anti-union sentiment that has started to appear in firm form. The publication of the powerful Oil Workers union recently remarked, "Public opinion has taken a seriously anti-labor turn in the past year or two." The newsletter *Industrial Relations News*, in a special report issued last month, quoted Walter Reuther as saying, "We are going backwards. We represent in organizations a smaller percentage of the work force of America than we did ten years ago." The newsletter points out that attempts by the unions to make up for this shrinkage, by bringing white collar workers into the fold, have generally failed. During the controversy over the Landrum-Griffin bill, Rep. Joseph Karth (D., Minn.) reports that he received more than 3,000 letters from St. Paul constituents. At least 2,500 of these were genuine, spontaneous letters, it was noted, but only 250 took a pro-labor stand. The remainder demanded that he vote against labor.

Although "last offers" in the recent steel strike were largely rejected by union members—this is almost traditional in NLRB elections—there was one jolting reversal. It wasn't a triumph for management, but it came too close for union comfort: Pittsburgh Steel union members polled sentiment on "last offer" acceptance, and a disturbingly high 34% voted to accept.

All this suggests some hope for industrial harmony—a sort of harmony-by-compulsion, but still harmony. Negotiations in several key industries are due within the next few months. The unions involved want to arrange good deals for their memberships also, but the leaders are reluctant to march their members into weeks of idleness. Leaders recognize too, that this is an election year, a bad year indeed in which to inflame the public further over the annoyances of long strikes. Candidates for public office may wonder whether labor approval this fall constitutes a shoo-in, or whether it's a quick kiss of death.

This is a period of speculation in labor-management relations. Only one fact is crystal-clear: never did management find itself with such a magnificent opportunity to establish friendly, close relations with employes. #

Tips for the Production Man . . .

A Gimmick in Die Cutting

By Kenneth B. Butler

Every once in a while the morning mail contains a mailing piece which excites the imagination not so much because of the product advertised as because of the way in which it is presented.

Among such items received in recent months was the smart flyer issued to promote the Point-of-Purchase Advertising Institute's 12th annual symposium and exhibit.

■ The main portion of this arresting flyer was a single 6"x9" sheet folded into a 3"x9" four-pager, printed in two colors. The basic information concerning the two events was contained herein, along with a listing of the committees responsible. Presentation of this material was neat but routine.

What was not routine about this flyer was the manner in which the registration card was prepared and enclosed.

First of all, the card abandoned the usual rectangular format in favor of a triangular presentation, with equal sides of 7" each. The registration blank was placed at the base of the triangle and promotional display in the upper tip on one side; additional data was placed at the base and an ornamental design at the tip of the rear side.

■ A 3½" slot was then die-cut in the center of the fold in the flyer so that when the card was placed inside, the tip could protrude through the opening. This protruding portion was then folded over, lodging it in position and positioning the ornamental tip over the folder cover.

The triangular card was doubtless cut to this shape on the paper cutter.

All in all, it adds up to a tremendously effective presentation, and one which did a solid job of promoting the POPAI's symposium.

■ Die cutting is a useful technique too often overlooked in the search for new and different ways to present promotional literature. Possibly the hesitation is due to the apprehension about costs; actually, however, the cost of the cutting is seldom greater than the cost of an additional color, and the cost of the original plate, whether high or steel rule, is hardly prohibitive. #

Learning from the Retail Ads . . .

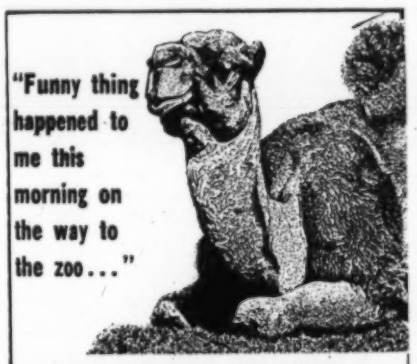
The 'You've Got to Be Resourceful' Ad

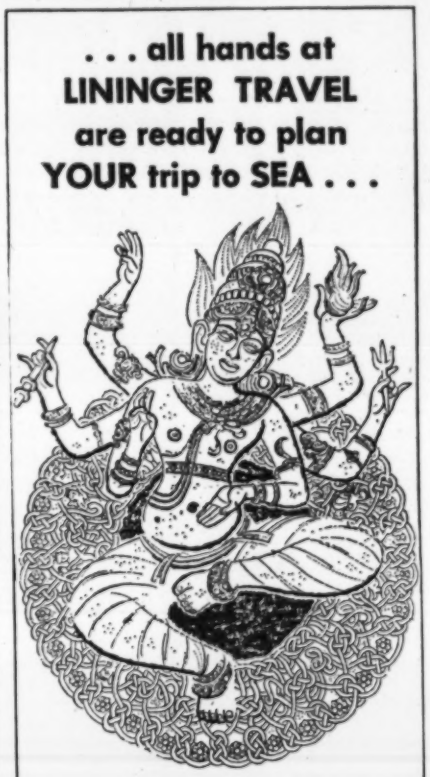
By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

In smaller cities you don't often find good-humored, rather original ads inexpensively put together—that hang together—and have any verisimilitude.

You're looking at a couple.


"Funny thing happened to me this morning on the way to the zoo . . ."
There's this fellow stopping folks on the street and telling them about the Lininger Travel Service pay-later plan. "Pick a spot," he says, "anywhere in the world, have yourself a time, come back and pay it off later.
"Nothing to worry about. It's called our 'Every Cloud has a Silver Lininger'-plan," he explains. I looked nauseous. "Now wait a minute, my demurring dromedary," he adds, "wouldn't you like to see Egypt again?"
"You mean I could go to Egypt?"
"Of course. Anyone can go anywhere under this plan!"
"And I'd pay—?"
"Later . . . Much later."
"Where do I sign?"
Some folks hump it all their lives and keep putting off travel until they can't really appreciate it. Not me. That's how come I didn't show up at the zoo this morning.
Dial MA. 4-8816
Garden Plaza Bldg.
201 N. Stone Ave.
LININGER TRAVEL SERVICE


. . . all hands at
LININGER TRAVEL
are ready to plan
YOUR trip to SEA . . .
Wherever you go, plan your trip with the Travel Agency who has been there. Collectively, our staff has visited more than 40 countries on all the continents of the world, except one.
Oh, pshaw! - - take your hands off your pocket-book: - - LININGER-planned trips cost you no more, at all, at all . . .
Dial MA. 4-8816
Garden Plaza Bldg.
201 N. Stone Ave.
LININGER TRAVEL SERVICE

Here is art that comes out of a miscellany of mat services. Rich newspapers that will hardly raise a hand to help merchants to use advertising intelligently, still have to subscribe to a few mat services. It's traditional. Thus papers throw a few bones to the good old dogs who provide the papers their revenues.

Many smaller city advertisers have to depend on mat services for illustrations. In their cramped manner of working, they create ads against deadlines. Who doesn't? They frequently have very poorly defined ideas as to how to sell forthrightly and effectively. They are probing the grab bag of the cosmos for an "idea" as they hastily look at the miscellany of mat illustrations.

■ Maybe a pic is noted of a couple of old wagon wheels. The creative person who doesn't understand selling at all, begins to beat his gums together in a silent mastication of feather-bearing, errant ideas—waiting for one that he can overcome physically and overpower in words. "Free wheeling service . . ." No that won't do. "Get wheeling toward us for bargains." No, not very good. "We're big wheels when it comes to service." Wonderful! And another limp and insipid ad is born.

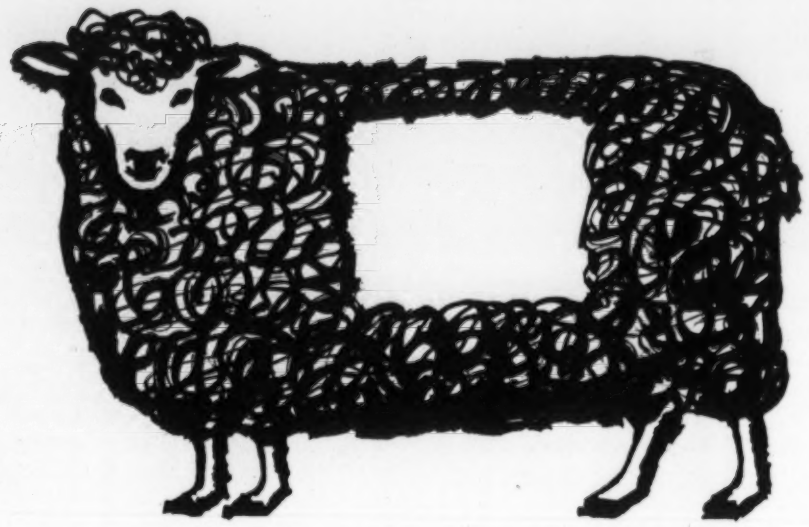
Or the researcher in the mat books sees a picture of a garden gate. "What an opening!" No, too hard to write copy for. "You can't fence us in." Ummm. Nope. Then, struck with the idea of duplicating the pic in two stereos, the brilliant (?) idea comes. Two small gate pics. And the headline "Wie Geht's?" And then the ad creator is off on a copy scamper that breaks every crazy bone in the reader's body trying to follow the writer's reasoning—if any.

■ I have watched this process. Far more often I have painfully seen its weird products. The ads shown here are unusual in that although mat books were undoubtedly used for whatever pics could be found, the ad writer was skillful enough to come up with relevant, competent copy that fuses with the pics.

Why is it though, that travel agencies often say: "It costs you no more to plan with us," which means to many an untutored reader, "We charge no more than other agencies"? The real message is: "Our service is free to you. We are compensated by a small commission from whatever transportation and hotels or accommodations you select. And it costs you the same, whether you use us or not."

Summing up, these are good ads produced from materials usually poorly used.

Audience Profile #5



324,699 WWDC listeners (3 out of 4) have sheepskins of high school or beyond—well above the Washington, D.C. average.* This brainy audience awaits education to *your* product or service.

**PULSE Audience Image Study—July, 1959*

WWDC Radio

. . . the station that keeps people in mind

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR

Wanted: Current, Up-to-Date Market Data for AA Readers

Advertising Age is looking for all the market data it can get from advertising media, trade associations and other sources. The data will be used in AA's Market Data section, which will be published for the 13th consecutive year in the April 18 issue.

The data will be described briefly, and classified by type of market or geographic area, thus providing a comprehensive index of all available market data in all fields.

Last year, some 1,675 separate pieces of market data were listed in the section, and readers of Advertising Age sent in requests for more than 93,000 individual pieces.

Advertising media, associations, trade groups and others are invited to submit market studies or compilations for inclusion in this master list. There is no charge for such listings, but the material must measure up to the following standards:

1. It must be current. Nothing published prior to June, 1959, will be accepted.
2. It must contain *market facts*. Booklets or brochures which contain media data only will not be listed.
3. It must be available for distribution to advertisers and agencies, preferably without charge. If there is a charge, or other conditions are attached to its distribution, this should be clearly stated.
4. It must be received before March 25, 1960.

Market data material scheduled for publication before Sept. 1, 1960, will be listed in a "not yet published" tabulation, provided that a 50-word description of each such item reaches Advertising Age before April 1. The description must include probable date of publication and any conditions attached to distribution.

Actual copies of all other material to be listed should be addressed to the Feature Editor, Advertising Age, 200 E. Illinois St., Chicago 11, with any necessary explanatory notes.

Agencies Ask More Merchandising Aid of Radio-TV: Smith

New York, March 8—Harold A. Smith, program promotion and merchandising manager of Needham, Louis & Brorby, last week noted that agencies are asking for more merchandising from radio and tv stations, "and are getting it."

Speaking to the Radio & Television Executives Society at its time buying and selling seminar here, Mr. Smith used the findings of an NL&B survey to support his comments. He said it "may be the first survey ever made among advertising agencies regarding tv and radio station merchandising."

The survey questionnaire was mailed to 100 leading agencies which handle between 85% and 90% of total broadcast billing. The research company of Gould, Gleiss & Benn, Chicago, conducted the survey, receiving replies from 41 agencies.

Some of the results:

- Thirty agencies said there has been an increase during the past year of requests by clients for merchandising support of broadcast schedules.
- Radio stations "almost always respond" to merchandising requests, 28 agencies reported; only 20 agencies gave the same report about tv stations.
- When asked if merchandising supplied by tv and radio stations equaled that promised at the time the original sales call was made, two-thirds of the agencies answered "yes."
- The query: "Does merchandising support by a station have any influence in time-buying decisions?" was answered "yes" by 11 agencies, "no" by 27.
- Mr. Smith said "the larger number of 'no's' . . . probably surprises no one . . . but I hope you noted that 11 agencies—or 30% of the total—stated that merchandising support does have an influence on their station purchases."

He urged better understanding between stations and agencies in the area of promotion and merchandising.

"Agencies should have more personal contact with the station promotion manager [who] can do much to further agencies' understanding of his individual station and market, and, of course, to direct promotion activities in his area."

Mr. Smith noted that "on the other hand, [a] station promotion man could benefit from some knowledge of agency procedure and problems." He cautioned that he was not suggesting agencies "set up a school room. But I would guess there are station promotion managers and people all across the country who have had no exposure whatsoever to agency operation.

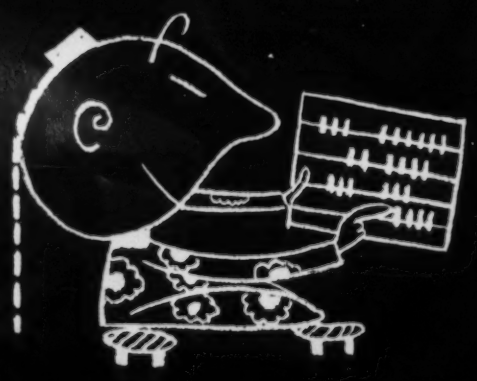
"Both of us—stations and agencies—have to work a lot harder at understanding each other's problems. Once we do this, the result will be more effective combined agency-station promotion." #

Ewing Boosts Two

Ewing Technical Design, Philadelphia, technical advertising publications and graphics company, has appointed Chris Justio, formerly art director, to the new post of graphics and production director. Willard Freedman, formerly chief promotional account executive, was named technical publications manager.

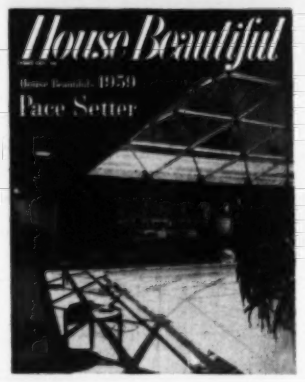
Landon Smith Joins French

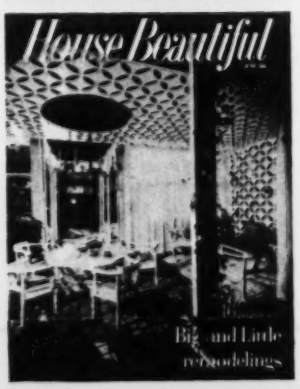
Landon C. Smith has joined the account service department of French Advertising, St. Louis. Mr. Smith was previously in the traffic departments of Bryan Houston Inc. and Foote, Cone & Belding.



TOTAL ADVERTISING? IF THIS IMPRESSES YOU, LOOK AT THE **NEW YORK WORLD-TELEGRAM—FIRST** AMONG ITS CITY'S EVENING NEWSPAPERS BY 2.8 MILLION LINES IN 1959 . . . WITH THE GREATEST GAIN BY FAR! IT'S CLEARLY THE **ADVERTISER'S CHOICE IN THE EVENING FIELD.**

Add it up yourself:





ALWAYS BET ON...

"THE CHAMP"!

There's an age old axiom in sporting circles that says, "Never bet against 'The Champ'."

Those who faithfully followed this simple admonition made millions during the heyday of Notre Dame . . . Joe Louis . . . The New York Yankees . . . and other legendary greats.

That's why, to this day, the so called "wise money" is always bet on the champion.

This same thinking holds good in business, too. Those who administer Industry's "wise money" recognize that there is a certain, indefinable "class" that marks a Champion and no matter how good the "runner-up" may claim to be . . . he just can't match it.

During 1959 "The Champ" in the home furnishing field . . . HOUSE BEAUTIFUL . . . had a great year. More "wise money" was bet on him than ever before in his 63 year old history.

He appeared before the public 12 times, as is his custom, and these were most exciting appearances acclaimed by both readers and advertisers. His success and popularity are best shown by his performance.

HERE IS HIS 1959 RECORD

ADVERTISING . . . For the second year in a row, House Beautiful carried *more* advertising pages than any other national magazine in the home field . . . increasing its share of the market!

NATIONAL HOME MAGAZINES	TOTAL ADV. PAGES 1959	MAIL ORDER ADV. PAGES 1959
House Beautiful	1,301	361
House & Garden	901	227
Living	814	140
Better Homes & Gardens	1,041	19
American Home	563	61

MAIL ORDER . . . For the 17th year in a row, House Beautiful published more pages of mail-order advertising than any other magazine in the world!

CIRCULATION . . . House Beautiful increased its circulation by an average of 50,000 copies per issue – and is estimating, for the first half of 1960, over 825,000 upper-income Pace Setter families . . . the highest circulation, by far, in the quality home field.

TRADE READERSHIP . . . Continues to lead with largest published trade circulation.

REVENUE . . . House Beautiful recorded the highest revenue year in its 63 year history . . . an increase of 14% over 1958. Two issues, October and November respectively, set *all-time* records–each over $1,000,000.

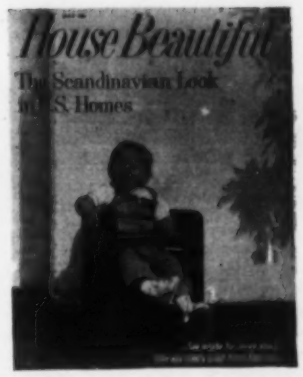
EDITORIAL . . . House Beautiful editors produced 12 outstanding issues – among which were the memorable January "Are You Dead Or Alive?" issue on personal awareness and issues on the Pace Setter House, the Color Look, Scandinavia and Frank Lloyd Wright.

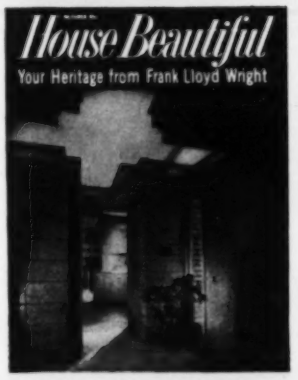
IT PAYS TO PUT YOUR MONEY ON "THE CHAMP"!

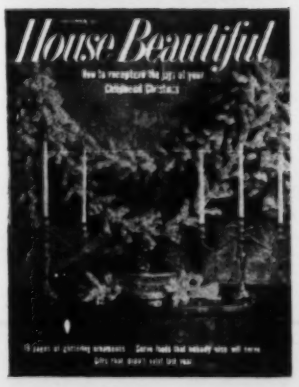
Only House Beautiful
delivers leadership where it counts–
in actual sales!

House Beautiful

A HEARST KEY MAGAZINE, 572 MADISON AVENUE, NEW YORK 22, NEW YORK







The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

E. B. Weiss' Comments on Aspirin

Ad Provokes Anger in Druggists

To the Editor: Please cancel my subscription to ADVERTISING AGE, effective immediately.

Several years ago I had correspondence with your E. B. Weiss because of a particular nasty article in regard to drug stores and the pharmaceutical profession. This morning there is another of his typical articles in the same vein, all of which carry the implication that, aside from being rather stupid merchandisers, we are deceitful and crooked in our dealings with the public when it comes to prescriptions and medication (AA, Feb. 1).

We are not above constructive criticism; in fact, we welcome it. I hasten to add that Mr. Weiss very often offers sound, constructive criticism by which more of us in our industry would benefit. However, these constructive criticisms are only a part of the story, because many more are Utopian, showing ignorance of the business that he is criticizing—and the last segments of his criticisms carry the implication of deceit.

We have our faults and are not blameless, but I think you will agree that every business in this country has its faults and problems. However, many of Mr. Weiss' Utopian suggestions, implying stupidity and conceit, show how easy it is for an outsider to criticize harshly when he is not responsible for meeting payrolls, paying bills and showing a small amount of profit for owners and stockholders.

Mr. Weiss' one favorite target is the fact that the majority of prescription items should be on open-market display for self-medication, which would be the next step after self-diagnosis. The fallacy of this is obvious to any schoolboy, and it is in this category alone that he continually implies deceit and fraud on the part of hundreds of thousands of men and women pharmacists in this country.

Again I say, we welcome constructive criticism, but Mr. Weiss' ivory tower always seems to carry him farther than your otherwise fine publication should condone.

Please see that no more copies reach my desk.

H. J. (Ben) Lischer,
President, Schlegel Drug Stores, Davenport, Ia.

•

To the Editor: ... Mr. Weiss' subject was the dissection of a piece of advertising copy called "So You Think Aspirin is Harmless" which he attributed to a local association of druggists.

It is with great pride that I inform you of the fact that this bit of work orginated from the small offices of the Pharmaceutical Society of the State of New York, a non-profit organization supported by the pharmacists of New York State. We are a professional group, not a trade organization or a merchandising organization.

In his column Mr. Weiss makes many statements about over the counter drug items being sold with little or no supervision or control. Apparently Mr. Weiss does not know that the laws and rules of the [New York] pharmacy professional education law state that proprietary medicines which are poisonous, deleterious or habit-forming shall be sold only in an establishment licensed by the board of pharmacy and only by a licensed pharmacist, a pharmacy graduate or a senior or junior pharmacy student under the supervision of a licensed pharmacist.

These requirements have been established by the New York State board of pharmacy, a division of the New York State education department. This board is composed of respected and eminent individuals having as their prime function the adoption of rules which are in the interest of public health and safety.

I know that Mr. Weiss is also a very respected and eminent man—in his profession. I am sure the well-known advertising agency which employs him will attest to his ability. However, if Mr. Weiss wants to write a column dealing with the subject of pharmacy, it would be to his advantage to check his facts with a pharmaceutical authority.

Despite Mr. Weiss' disbelief, this ad, every statement of which is fact, was prepared purely as a public service. It was done to acquaint the public with the damage that can result from the misuse of aspirin and other proprietary medicines.

I am happy to report that the message of the ad appears to have been conveyed to most of its readers. I am sorry that the message did not seem understandable to Mr. Weiss.

For his edification, let me explain the advertisement. It does not condemn aspirin as a drug. It does say that aspirin and other proprietary medicines can be harmful when used indiscriminately, that aspirin has caused many deaths, and that aspirin should be purchased and handled with great care. Aspirin is not a confectionery.

Nicholas S. Gesoalde,
Executive Secretary, Pharmaceutical Society of the State of New York.

Mr. Weiss commented on the ad as an attack on competitors'—food and other non-drug outlets—selling drugs such as aspirin. Mr. Weiss thought it ironical that the druggists, who pioneered in retailing non-drug items many years ago, should object to others invading their bailiwick and he also pointed out that in most drug stores today aspirin and other drugs even more potentially dangerous are sold off self-serve shelves without supervision of any kind from qualified pharmacists.

• • •

Adman's Wife Wants Fixed Tax for Expense Accounters

To the Editor: The "crackdown" by the internal revenue department on expense accounts is no doubt necessary in many cases. However, it is amazing to me, the wife of an advertising executive on an expense account, that this is being taken with the apparent resigned attitude that I have noticed ...

Anyone who has ever been exposed to the life of most salesmen would argue that such a man must and usually does, live his business to some extent every waking hour. A majority of their wives do, too ...

Since out of the home entertainment frequently includes wives—especially if it is home or evening entertainment—the type, cost and number of pieces of wearing apparel a wife owns are also necessary business expenses, as are hairdos, manicures and such ...

I am known as a light drinker. My husband drinks only when he feels he must and yet our liquor bills at home amounted to hundreds of dollars last year—none deductible! ...

NEW TOTAL MARKET FOR THE '60s:

INVESTORS CUSTOMERS EMPLOYEES

"Many corporations today still sit stiff-necked around the directors' table worshipping sacred cows and apparently regard a 'corporate image' as so much advertising P.R. jargon.

By **Leo Burnett,**
Leo Burnett Company, Inc.
Chicago, Illinois

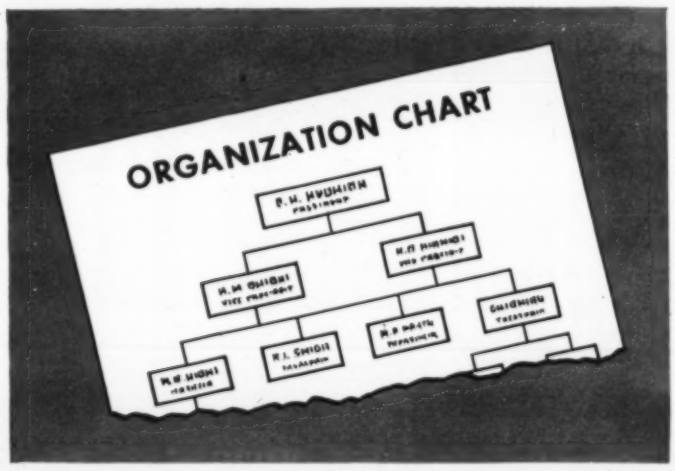
"They have yet to realize that the entire national community of investors, employees, and consumers today is intertwined as never before in history ...

"— that brands, in most industries are multiplying faster than rabbits, many with only marginal differences.

"— *and that the good name of the maker, built on information, is the best and most economical means possible of motivating stock sales, product sales and applications for jobs.*

"I confidently predict that 'corporate image' advertising, newly understood and executed with a new degree of skill and imagination, will be one of the great new trends of the '60s."

SPONSORED BY BARRON'S, *the National Business and Financial Weekly*
A Dow-Jones Publication



FINANCIAL DECISIONS MADE HERE

You beam your financial and institutional advertising right to the people who can do something about it when you advertise in Barron's.

In Barron's you reach more than 30,000 corporate officers—the men who make their companies' financial decisions. Further, more than 2,100 Barron's subscribers exert their influence in the giant corporations which employ 1,000 or more.*

It's part of the job for 22,000 Barron's subscribers to give financial advice *to* business organizations . . . and this doesn't include thousands more who are in the full-time business of giving financial advice *about* business organizations to individual investors.

Barron's gets the careful attention of this vital core of the world of money because Barron's is about money. Your advertising becomes more meaningful in this editorial atmosphere . . . in Barron's *advertising, too, is read for profit.*

*These facts from a survey of Barron's subscribers by Benson and Benson, independent research specialists. For an easy-to-read booklet, summarizing the results of this survey, write or call any Barron's office.

BARRON'S
. . . where advertising, too, is read for profit!

NEW YORK 50 Broadway | CHICAGO 711 W. Monroe St. | BOSTON 388 Newbury St. | LOS ANGELES 2999 W. 6th St. | CLEVELAND 1325 Lakeside Ave.

No argument is very worth while without a solution suggested. Mine is this: Let the income tax department get together with people who are in a position to see this problem firsthand and together work out a suggested uncontestable amount of tax for each type of salesman as an average amount to pay for his responsibility to his government . . . It would certainly cut down on the cost of governmental red tape, and best of all it would give us all a fine feeling of doing our *fair* share.

If ever a group has been picked on, I believe it is the expense account salesman. His predicament is not understood by anyone whose business life ends when his pencil or shovel is put down. These men are, by and large, of high intelligence, honest and patriotic. I say, let's prove it to those who don't know . . .

Alice D. Lamb,
Detroit.

• • •

Verse Curbs If Verbs Err

To the Editor: As a postscript to your editorial (AA, Feb. 8) "Everyone's Misled by Led," here's a jingle from the Dartnell "Correspondence Manual," intended to help typists avoid the error your editorial warned against:

"The past of 'to read' is 'read'—
A word that rhymes with 'red';
But the past of 'to lead' is LED,
And only metal is 'lead'."

Les Lewis,
Vice-President, Editorial Director, Dartnell Corp., Chicago.

• • •

Agency Men Should Give Own Time to Non-Commercial TV

To the Editor: It's a little discouraging to see some of the big names in our industry go headline hunting by attacking tv programming and rushing to suggest half-cocked solutions which promise an egg for every egghead.

These individuals obviously choose to ignore the public service job already being done by the tv industry.

They also seem to absolve themselves of all individual responsibility, passing the buck generously to sponsors, networks and an undemanding public.

And the only hope they hold out centers around either a radical change in present programming structure—at the expense of the sponsors' stockholders or a solution via the pay tv route.

Isn't it time that we ask a few of these self-appointed spokesmen of our industry a couple of qualifying questions before we turn over the rostrum?

1. If you really believe that sponsors have an obligation to devote their dollars to public service programs, exactly what percentage of the programs which your agency has bought for your clients fits this need?

2. If you believe that we are not adequately serving the educational, cultural or public service needs of the tv audience, what have you as an individual and as an executive of an advertising agency done to contribute to the programming of your local educational tv station? What have you done to help finance these stations which are specifically licensed to serve these programming needs?

There is no reason to be self-conscious about buying programs which offer our clients the greatest number of prospects we can buy with their dollars.

But there is good reason to be self-conscious if we fail to accept responsibility and fail to contribute directly to *non*-commercial programming in the public interest where the appeal of subject matter is too limited to justify sponsorship on other than a philanthropic basis.

It's easy to be philanthropic with the other fellow's money.

It's apparently a little more difficult to be philanthropic with our own talents, energies and dollars.

Let's encourage those who have the time and energy to criticize tv programming to devote a little more of that effort to *doing* and a little less to *talking*.

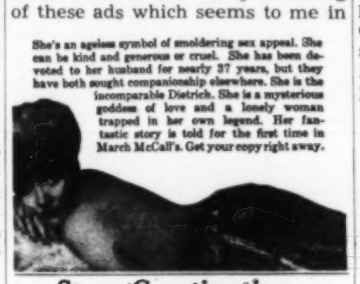
Inasmuch as the above tramps not too lightly on a few well-known toes, I respectfully request that my name be withheld so that I neither join the mourners nor suggest that I or my agency are so virtuous that we are entitled to criticize.

Indignant Adman.

• • •

Here's That Irrepressible Makeup Man, Again

To the Editor: I thought you would like to see the positioning of these ads which seems to me in


She's an ageless symbol of smoldering sex appeal. She can be kind and generous or cruel. She has been devoted to her husband for nearly 37 years, but they have both sought companionship elsewhere. She is the incomparable Districh. She is a mysterious goddess of love and a lonely woman trapped in her own legend. Her fantastic story is told for the first time in March McCall's. Get your copy right away.

Stops Constipation Due to "Aging Colon"

New laxative discovery re-creates 3 essentials for normal regularity.

As you grow older, the internal muscles of your colon wall also age, lose the strength that propels waste from the body. Stagnant bowel contents become so dry and shrunken that they fail to stimulate the urge to purge.

Relief, doctors say, lies in a new laxative principle. Old-style salts and drugs cramp and gripe the entire system. Of all laxatives, only new Colonaid gives you its special 3-way relief that works only on the lower colon (area of constipation).

(1) Colonaid moisturizes dry, hardened waste for easy passage without pain or strain. (2) Colonaid's unequalled rebuilding action helps restore flabby colon muscles. (3) And Colonaid acts gently, on the nerve reflexes that stimulate the vital "mass movement" of your lower colon.

Colonaid relieves even chronic constipation overnight; is so gentle it was hospital proved safe even for expectant mothers. And Colonaid won't interfere with absorption of vitamins or other food nutrients. Get Colonaid today! Introductory size 43¢.

line with the type of copy you use on occasions.

Philip A. Malkin,
Director of Advertising, *El Diario de Nueva York*, New York.

• • •

Photographer Deserves Credit for Moravia Book Ad

To the Editor: Thank you for exposing the prudishness of the *New York Times* in their treatment of Alberto Moravia's "The Wayward Wife," which you commented on in your hefty issue of Feb. 29, Page 3. You were kind enough to mention us as the agency, but I would have been happier if you had mentioned the photographer, Philippe Halsman, who deserves most of the credit for the success of the book jacket as well as the ad. Philippe brings to the solution of such problems a brain that is extraordinarily gifted; his imagination blends the requisite sensuality with the utmost in good taste to produce works of art. Last season he did this with Moravia's "Two Women," which you may remember. Not many authors are so fortunate.

Aaron Sussman,
Sussman & Sugar, New York.

• • •

Gillette's Ad Figure Covers Activities Around the World

To the Editor: We were interested—and pleased—to see the story on Gillette Co.'s 1959 annual report in the Feb. 22 issue of Advertising Age.

All the figures you quote from the annual report are quite correct. However, you might like to add the footnote that the sum invested in advertising represents the total spent by all divisions and subsidiaries of Gillette Co. around the world.

Some of your readers may think this is the amount spent on advertising Gillette products in the U. S. alone, not realizing that our products are sold and advertised in 115 different countries and territories.

Malcolm C. Stewart,
Vice-President and Treasurer, Gillette Co., Boston.

PIB Figures on Import Car Ads Don't Include Petersen

To the Editor: In the Feb. 1 issue, Advertising Age carried a story on Page 4 citing figures compiled by the Publishers Information Bureau regarding the amount of advertising in magazines placed by makers of imported cars and listing ten magazines which "received 84% of the foreign car advertising."

The ten magazines carried 600 pages of import car advertising out of a total of 715 pages, according to the PIB figures. Apparently, however, the figures apply only to magazines which are members of the PIB, excluding all others, although the article fails to point this out.

As one example, *Motor Trend*, a Petersen publication, carried 48.5 pages of import car advertising during 1959, which would rank it sixth on the list of ten magazines. *Motor Life*, another Petersen publication, also carried a volume of import car advertising.

Motor Trend alone accounts for 42% of the 115 pages not carried by the ten magazines listed in the article. Such magazines as *True, Argosy, Look, Playboy, Esquire* and the other Petersen magazines that carry import car advertising would boost the total to many more pages than the 715 mentioned by the PIB.

I feel that the article gives a misleading impression by not spelling out the apparent fact that the figures apply only to PIB members and do not represent the many magazines which are not members.

A. M. Benedict,
Advertising Director, Petersen Publishing Co., Los Angeles.

• • •

Publisher Says, 'Cut Ad Rates 15%, Let Agency Bill Client'

To the Editor: The story on Page 1 of the Feb. 15 Advertising Age quoting Mr. Carol Buzby that the "15% agency commission on business paper ads is not enough" is sure good thinking on Mr. Buzby's part and well rates Page 1 prominence. Mr. Buzby stressed, and rightly so, why agencies earn more than 15% agency commission for a good job done on trade paper copy.

Our company, as I am sure is the case with Mr. Buzby's, likes to deal with advertising agencies who are in a position to do a professional job in the exacting trade paper fields. Of course it is not new thinking on anybody's part to reflect that the whole agency compensation setup seems a little odd. Many agencies do such an outstanding job that they not only deserve 15% or 20% but maybe even 25%, 50% or 100% of the publisher's net rate. In other cases, maybe the 15% compensation is too much although it is our feeling that with the agency compensation fixed, there seems to be little incentive to continue to do a good job or do an even better job.

I often wondered why it would

from a proud past
comes a...
FUTURE
UNLIMITED!

Everywhere you look in
Montgomery you see progress.
This new futuristic Coliseum,
scene of rodeos, sports events,
and conventions, is only one
example of this area's vast growth.
Expansion means opportunity . . .
an opportunity to expand your
sales in a million market.
And WSFA-TV covers the area like
no one else can.

WSFA-TV
NBC / ABC MONTGOMERY - CHANNEL 12

Represented by Peters, Griffin, Woodward, Inc.
The Broadcasting Co. of the South
WIS-TV Columbia, South Carolina

not be a good idea for all trade paper publishers to do the following simultaneously:

1. Cut the rates 15% on the published rate card which now allows 15% commission to recognized agencies.

2. This will show the publisher's rate card as net—and actually what the advertising costs.

3. The publisher would then bill the agency and the agency in turn would bill the advertiser. If the publisher billed the agency, the agency could then add on whatever is coming to them for their services as an agency for mechanical charges, etc. Or the publisher could bill the advertiser direct for the space and the agency could bill the advertiser for its fees and mechanical costs, etc. When the advertiser pays for his campaign, he could either issue two checks—one for the publisher and one for the agency or issue one check for the agency which in turn could reimburse the publisher.

4. This procedure would enable every advertiser and agency to have their own compensation setup based on what the agency has to offer and the advertiser's appraisal of these services and what the advertiser is willing to pay or can pay. . .

If we trade paper publishers were to grant 20% agency commissions as Mr. Buzby suggests we would simply be upping our rates and getting no more dollars in our own publishing coffers. I, like Mr. Buzby, am 100% for agencies getting more money for doing a good trade paper job but in so doing let's not do it on the basis of the fact that trade paper publishers are raising their rates—and making trade paper advertising look like a greater investment.

My feeling is that we should switch agency compensation around as mentioned. Not only do agencies deserve more for doing a good trade paper job but, as the J. K. Lasser people keep pointing out, "Trade paper advertising rates are too low for the job that good trade papers do," so that trade paper rates themselves for those trade papers doing a good job must go up also. To switch the agency compensation around as I suggest would enable trade paper publishers to reflect more realistically what the trade paper advertising investment actually is. . .

Maybe there is some food for thought here in revamping the entire agency compensation from the standpoint of media, in addition to throwing out any fixed figure whether it be 15%, 10% or 20%. . .

Emil G. Stanley,
Publisher, Stanley Publishing Co., Chicago.

• • •

Product, Not Sponsor, Needs Identification by Viewers

To the Editor: I note with interest, and a considerable degree of amusement, the discussions in your columns and others regarding the identification of sponsors in tv advertising.

It seems to me that many of these discussions put the emphasis in entirely the wrong place. Isn't the real purpose of advertising tv, or what have you, to identify the *product* in the viewer's mind? Perhaps I can better express this by suggesting that the purpose of advertising is to form an association in the reader's or listener's mind between a product and a want or a need, and to do this so effectively that when the want or need is uppermost in the consumer's mind the product will also come to mind.

It isn't a matter of who sponsors "Wagon Train" or "Gunsmoke" or "This Is Your Life" or "What's My Line," it's a matter of how closely the advertiser has succeeded in creating familiarity and a good feeling toward the advertiser's product. The basic question is not, "Who sponsors such and such a program?" but "What product do you look for when you have a want or need for the type of product that is advertised?"

It is quite possible that many of the shows that make a poor showing on the basis of sponsor recognition may be doing an outstanding job of associating product with want or need, and thus having a real impact on sales.

Alvin Long,
President, Long Advertising, San Jose, Cal.

• • •

Premium Crowds Out Product

To the Editor: We are enclosing a side of a detergent box [Ad] from a company that is rapidly premiuming itself out of our family's business. Mrs. B had been complaining for several weeks now over the fact that each box of this particular brand detergent (of which she is extremely fond) contains a piece of dinnerware for which she has no desire whatsoever. Being a frugal soul, she resents the fact that she has to buy the space taken up by this chinaware, which she doesn't want or doesn't need, and does not get the detergent which should be filling this space inside the box she purchased.

This morning she asked, "I wonder why they don't put out two kinds of packages, one with the dinnerware and one without for people who are just trying to buy the detergent?"

I think she has been extremely tolerant with this manufacturer by putting up with this undesirable dilution of his product, but I think very shortly she will start on a search for somebody who is making a box *full* of detergent without any of the space being taken up with cooking utensils, furniture or dinnerware.

Perhaps there are other housewives who have more chinaware now than they have storage space for and just prefer to buy detergent without any cheap stowaways inside.

Have any of your other readers encountered this reaction?

Louis H. Brendel,
James Thomas Chirurg Co., Boston.

• • •

Admen Should Put Nation Above Business, He Says

To the Editor: I would like to comment on your article "Brand Names Leap With Athletes at Winter Olympiad" in the Feb. 22 issue.

. . . Why is it that when any truly magnanimous public gesture is made by a company, e.g., donation of college scholarships, research grants, donation of land for a Boy Scout camp site, etc., the giving is done by the company's board or by an officer, and, when the deed is done, it is not accompanied by loud self-praise. But when the advertising or promotion department undertakes the giving away of company property or merchandise, it is attended by the most lavish trumpeting? . . .

Why is it that corporate management can look at a community or the nation and ask itself what can we do to help? While the promotion man must, upon uncovering a public need, ask himself what's in it for me? The promotion man has a legitimate interest in observing the publicity attendant upon the Winter Olympics and pondering if he can turn the event to advantage for his company. This instinct is understandable. But why not resist the urge to exploit an event in which nations' prestige and honor are at stake, an event in which only amateurs compete and which bears no professional attachments? . . .

Stanley Wynett,
Editor, *The Speaker*, New York.

• • •

Great Industry Maligned

To the Editor: The *Reader's Digest* article has maligned a great American industry. I wish to join Mr. Felix W. Coste of Outdoor Advertising, Inc. in condemning this unwarranted attack (AA, Feb. 22).

There is obviously no substance whatever in the allegation that the 41,000 mile federal highway system is in danger of becoming a "highway slum" if billboards are erected along its path. Where is the evidence?

It is well known that these colorful posters and their thought provoking slogans contribute inestimably to our leadership in the free world. Besides, who has not admired the beauty wrought on the American countryside by the ubiquitous billboard? For shame, *Reader's Digest*.

Jack Mather,
E. Northport, N. Y.

• • •

He Says Bedell Extols the 'Mediocre and Hackneyed'

To the Editor: After reading Clyde Bedell's commentary on the ad in his Feb. 22 column in Advertising Age, I am more convinced than ever that he should be carefully folded and buried among all his old tear sheets. Can't he be replaced by an individual with some insight into what creative advertising people are trying to do—rather than being permitted to extol (which perpetuates) the mediocre and hackneyed?

The "Sentenced To Hang" ad deserves a defense, as I think it is very effective, even in reduced size. Why not have two critics for this column every week; Clyde Bedell and the copy chief or individual responsible for the ad in question. We might then get a little nearer the essential truths, which would have been appropriate for an ad in a Feb. 22 issue.

Charles C. Radow,
President, Radow & Alpers, Columbus, O.

• • •

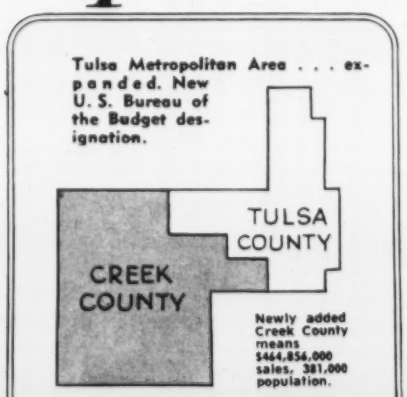
Finds Coffee Ads 'Asinine'

To the Editor: A million thanks for Andy Armstrong's masterpiece in the Feb. 15 issue, "We Can Head 'em Off at the Pass . . ."

The entire series of magazine advertisements for the League of Honest Coffee Lovers has been so asinine, so blatantly ridiculous, that one is almost led to give up the unquestioned pleasures of a good cup of coffee for the anesthetic properties of an extra-dry martini . . .

Harold F. White,
Editor, *The Counselor*, Philadelphia.

EXPANDED ...New Population 381,000


Tulsa Metropolitan Area . . . expanded. New U. S. Bureau of the Budget designation.
TULSA COUNTY
CREEK COUNTY
Newly added Creek County means $464,856,000 sales, 381,000 population.

Now Creek County, whose main city, Sapulpa, is only 12 miles from Tulsa, is logically added to Tulsa's Metropolitan Area. This new definition of the TRUE Tulsa Metropolitan markets means more sales! Remember, You're Not in Oklahoma unless you're "in" Tulsa. Use the Oil Capital Newspapers . . .

*From 1959 SM. Survey of Buying Power

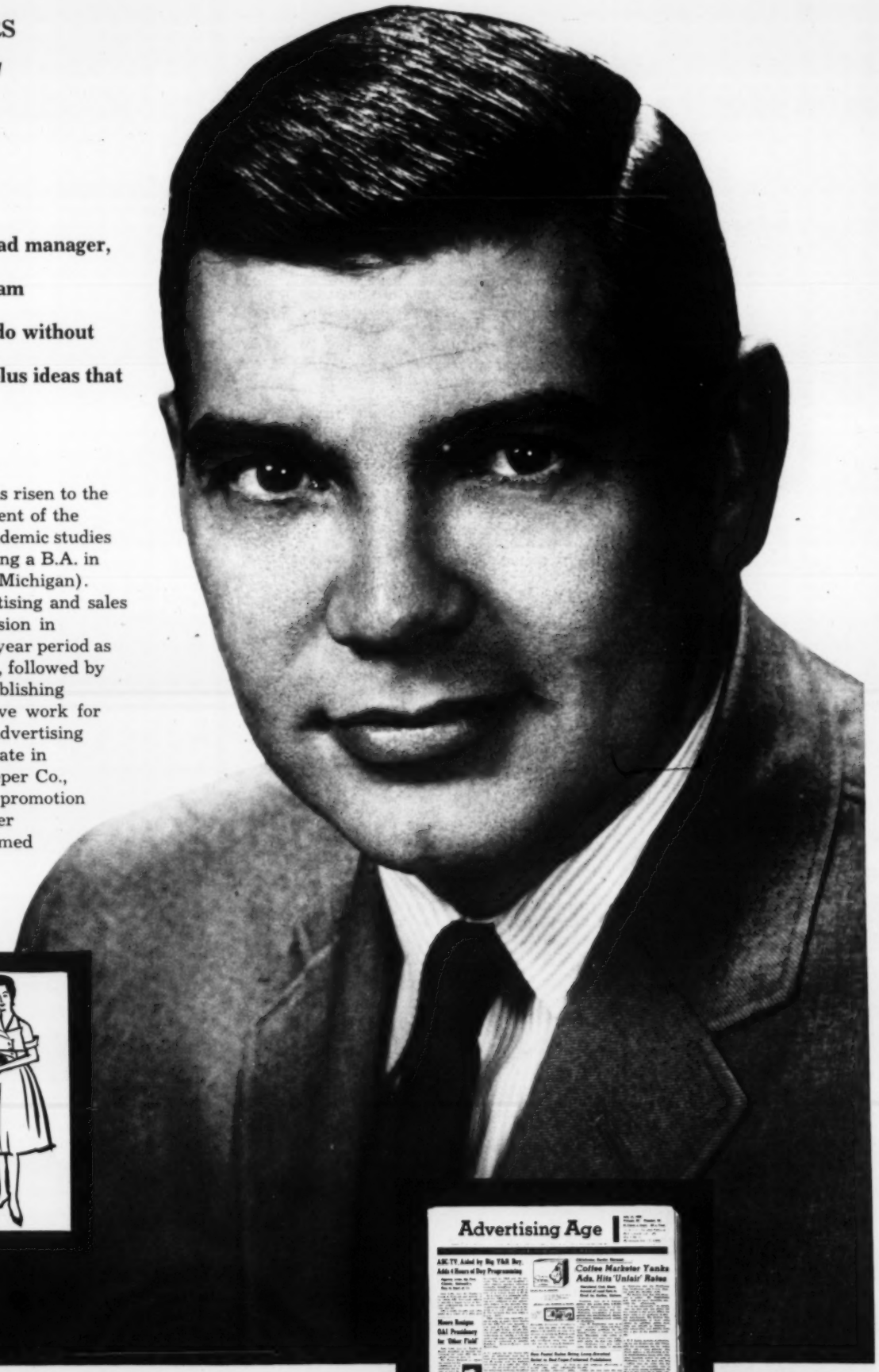
TULSA WORLD TULSA TRIBUNE

MORNING ● EVENING ● SUNDAY

Represented Nationally by The Branham Co., Offices in Principal U.S.A. Cities

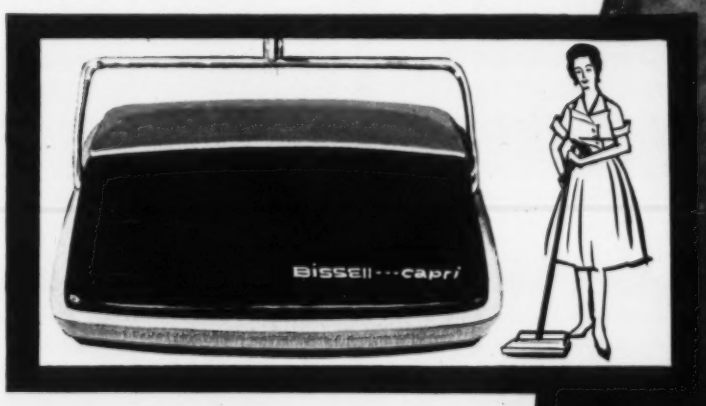
"Ad Age gives the news of advertising FAST..."

Says **WILLIAM B. FORS**
Director of Advertising
Bissell Inc.



"Having read Ad Age over the years—as ad manager, agencyman and media representative—I am convinced that no one in advertising can do without it. AA gives the news of advertising fast, plus ideas that apply to everyone's business."

Although still in his early thirties, Mr. Fors has risen to the front ranks of his field. A World War II recipient of the Distinguished Flying Cross, he resumed his academic studies after three years in the Army Air Corps, earning a B.A. in journalism and political science (University of Michigan). Mr. Fors started his business career as advertising and sales promotion manager for Sparton Radio-Television in Jackson, Mich. (1948-1952). Then came a four-year period as Michigan representative for Holiday magazine, followed by experience as sales manager for the Ceco Publishing Division of Campbell-Ewald, account executive work for Wesley Aves and Associates and a stint as advertising manager for R. C. Allen Business Machines. Late in 1957, Mr. Fors joined the Bissell Carpet Sweeper Co., manufacturer of home-care products, as sales promotion manager. He moved up to advertising manager about a year later and, early in 1960, was named director of advertising for the 84-year-old Grand Rapids firm (now Bissell Inc.).



important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

ABC
ABP
NBP

1 Year (52 issues) $3

On OHIO RIVER BRIDGES ...or ANYWHERE -

Of all the folks you see from ABC Cincinnati . . .

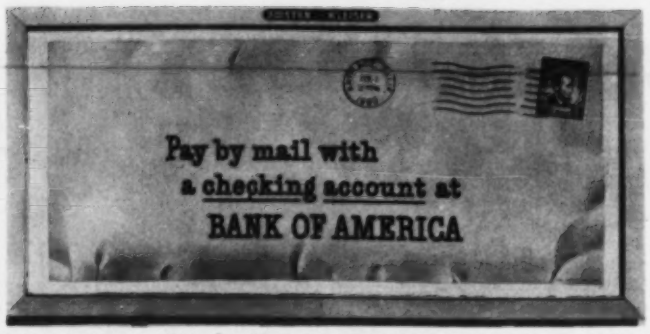
7* OUT OF 10 *read the* **CINCINNATI POST TIMES-STAR**

*B. L. Schapker Market Research

Total ABC circulation, the largest daily in Cincinnati history . . . **267,672**

The Newspaper that Spends the Evening with the Family

ROBERT K. CHANDLER
Manager, General Advertising Department
★
Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*



STAMP OUT BILLS!—*This outdoor poster design, appearing throughout California, will also appear on car cards, king-size bus posters and displays in Bank of America's more than 600 branches. Johnson & Lewis, San Francisco, is the agency.*

Admen Lack 'Strength to Refuse to Touch' Phony Ad Claims, Medical Journal Charges

MADISON, WIS., March 8—The *Wisconsin Medical Journal* has strongly condemned worthless "remedies" and misleading advertising in the health field.

In an editorial titled, "Hucksters and Hoaxes," the official publication of the State Medical Society of Wisconsin sharply criticizes certain advertising agencies, newspapers and broadcasting stations for their practices.

It cites ads promoting "black strap molasses, wheat germ, queen bee (Royal) jelly, happy pills, arthritis cures, tonics good for anything from sexual disorders to eczema, and nostrums which guarantee to restore the vigor, vitality and energy of youth in 'us folks who have passed middle age'."

The editorial said, "Despite the sad moral tone of this kind of advertising, few advertising agencies or media of communication have found the strength to refuse to touch it.

■ "The advertising lip-service to 'truth in advertising' has proved remarkably elastic when time and space sales are involved. Allegiance to the code of the National Assn. of Broadcasters, for example, has merely produced a sanctimonious evasion of the point. To advertisers, the restrictive provisions of the code have become obstacles to challenge ingenious sidestepping, rather than principles to uphold.

"But even worse is the irresponsibility of the local newspapers, which continue to accept copy promoting the most errant nonsense imaginable in the health field."

The editorial said there is no way for any government agency to keep "irresponsible hucksters" out of the health field.

"As long as people have tooth decay, indigestion, headaches, sleepless nights, running noses, middle-age spread or cigaret cough, the gray-flanneled medicine men will prey on their fear and offer the security of self-administered panacea," said the *Journal*.

■ It said the technique of such advertising is "to exploit the common conception, to imply rather than to allege, to capitalize on the general respect in which science is held by most people, to use half-truths, partial lies, and finally to bilk the innocent of literally millions of dollars."

Dr. D. N. Goldstein, editorial director and author of the editorial, urged the following steps to counter misleading advertising and the sale of worthless "remedies":

• The Wisconsin legislature should take the lead in enacting legislation to prohibit the sale of any product in the health field that does not limit its claims to a factual statement of what it can do. Newspapers and other communications media should be responsible for the truth of claims about such products.

• Manufacturers of pharmaceuticals should run public service ads telling the truth about "Madison Ave. quackeries."

• Doctors and county medical societies should insist that pharmacies refuse to sell "snake oil nostrums."

• County medical societies should "bring pressure to bear" on local newspapers which accept misleading advertising.

• The Post Office Department must police the mails for misleading health advertising as carefully as it does for pornography.

■ The editorial concluded: "If the public can't protect itself from the avarice of advertisers in the health field, and if the powers of governmental agencies are limited, the job must be done at the community level by doctors. And it is a job that cannot in conscience be neglected."

Editors of the *Journal* invited comments of advertising agencies and communications media on the editorial and promised to give them "equal space" in a forthcoming issue. #

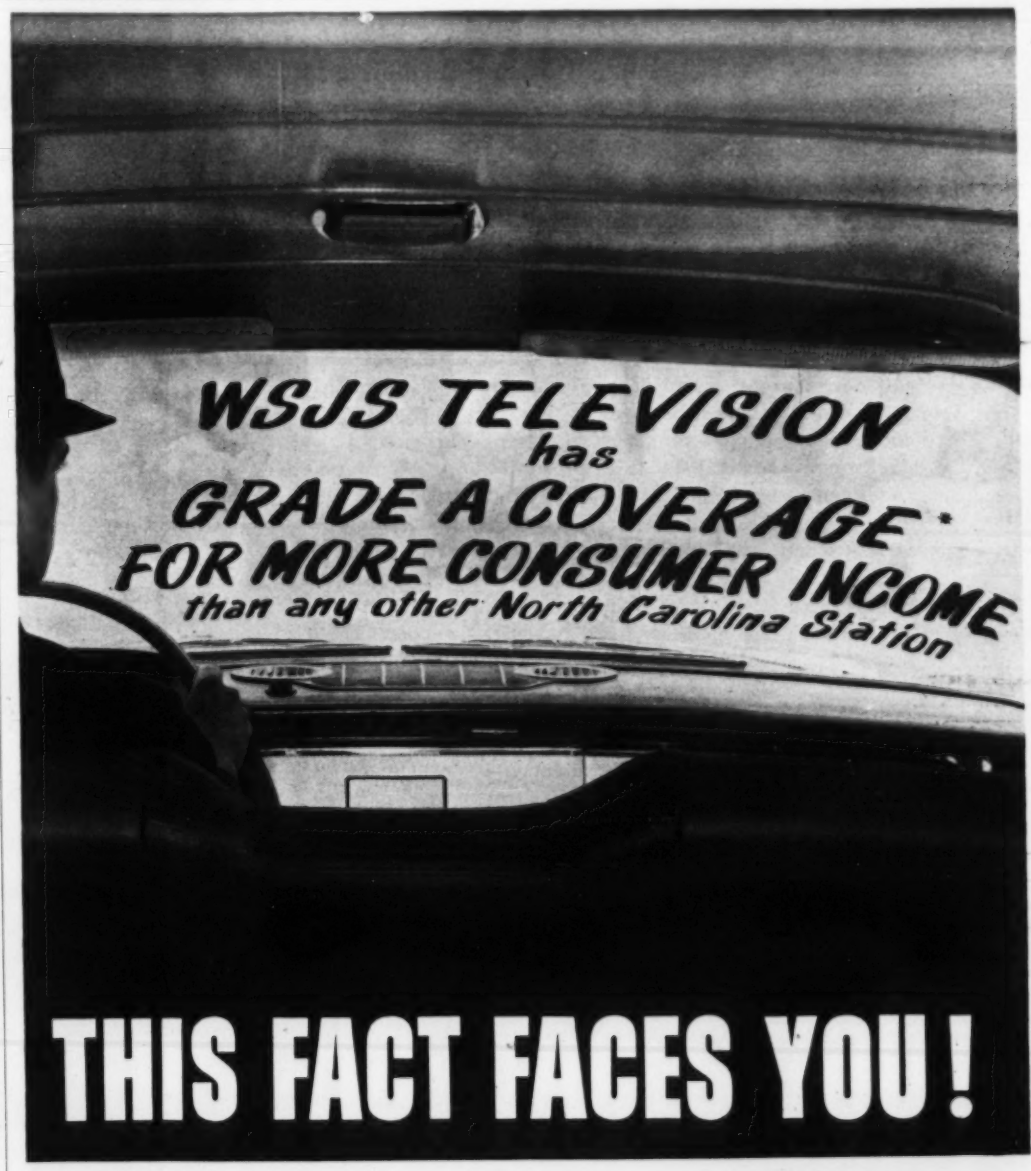
Diamonite Names Todd

Diamonite Products Mfg Co., Shreve, O., manufacturer of alumina ceramic products, has appointed Coleman Todd & Associates, Mansfield, O., to handle its advertising.

WBIC, WKDL Name Walton

WBIC, Islip, N. Y., which began broadcasting last October, and WKDL, Clarksdale, Miss., have appointed Hal Walton Associates their national representative.

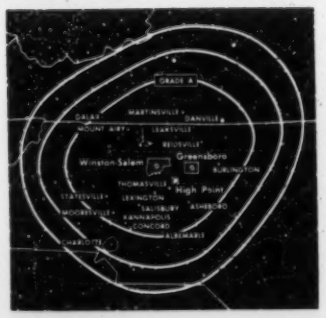
WESTERN HORSEMAN
149 Advertising Agencies Placed 167 National Accounts in Last 16 Issues of THE WESTERN HORSEMAN
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO



PROOF:

Within its Grade A telecasting area, WSJS-Television reaches a consumer population of 1,393,420 with total spendable income of $1,827,286,000. In North Carolina's biggest Metropolitan market located in the rich industrial Piedmont, the WSJS-Television market represents a more powerful buying force than that offered by any other North Carolina station.

*



WSJS television
Winston-Salem / Greensboro
MST

NBC CHANNEL 12
Headley-Reed, Reps.

Broadcasters Face Tougher FCC Under Ford

(Continued from Page 1)

mission of a reasonably well defined policy whereby the greatest freedom will be assured the broadcaster in programming his station, and whereby at the same time the commission will perform the function of protecting the public interest, convenience and necessity with the minimum interference."

■ The new chairman, who is 50, served on FCC's legal staff and in the Department of Justice before becoming a commissioner. His first experience was in a law practice in his native state of West Virginia before entering military service. From 1947 to 1953 he was a member of FCC's legal staff. Later he changed to the Department of Justice, where he was associated with Attorney General William C. Rogers in an advisory capacity. The Attorney General was believed to have been influential in securing his appointment to FCC.

During service on FCC he has advocated active investigation of situations where questions arise about program performance.

Last summer he scored something of a "scoop" by publicly advocating that FCC abandon its current statistical questionnaire on program performance, and adopt a new plan which requires stations to report in narrative form what they have been doing to justify a finding that they operate in the public interest.

■ Commissioner Ford also has expressed confidence FCC will have little difficulty framing anti-payola rules and new laws "to restore public confidence in the industry."

He has clashed frequently with the former chairman, John Doerfer, who feared current investigations would lead to harmful and illegal restrictions. Denying that anyone plans to change the basic U. S. system of broadcasting he commented recently, "Let me emphasize the future of the American system of broadcasting does not hang in the balance."

■ President Eisenhower obtained Chairman Doerfer's resignation today, less than a week after a new storm blew up over his use of the Storer Broadcasting Corp. yacht in Florida.

His association with Mr. Storer had been a matter of controversy two years ago, when the House committee on legislative oversight accused Chairman Doerfer of indiscreet fraternizing with industry members. But nothing came of it at that time.

In his letter of resignation, Chairman Doerfer reiterated his belief that service on FCC requires day-to-day contact with industry people, and that these contacts sometimes ripen to friendship.

He contended these friendships do not imperil either the government official or the member of the industry.

The President termed the decision to resign "a wise one."

■ This was the second of the administration's FCC appointments to crumble under fire from the committee on legislative oversight. Earlier, Commissioner Richard Mack resigned as a result of controversies over grants of Miami tv permits.

Chairman Doerfer was named to FCC in 1953 and was designated chairman in 1957. His term of office was not due to expire until June, 1961. #

Advertisers Raise Questions on Fine Print in CBS Rules

(Continued from Page 1)

30-minute shows and an unspecified number on the case of hour entertainment shows) is not exceeded and if the major sponsor does not object.

■ The crackdown on number of program interruptions will hit hardest in the news and public affairs field. A quarter-hour newscast can be interrupted only once; only four interruptions will be permitted in an hour show; a half-hour show can be interrupted twice.

Newscasters and commentators will stop giving those lengthy lead-ins to commercials. Their lead-ins will be limited to "now a word from [name of sponsor]."

There is also a new provision about product acceptability: "Commercial copy which may be accepted for entertainment programs is not necessarily acceptable on news and public affairs programs."

■ Advertising Age surveyed some major tv billing agencies to get their reaction to these CBS changes. Here is what two of the agency men had to say:

• Richard A. R. Pinkham, senior vp, Ted Bates & Co., who has been meeting with CBS executives on these changes, pointed out that separate problems are involved relating to each advertiser. He said there is a large area of agreement with the network and a small area of disagreement.

Bates, which has several clients on CBS news shows, appears to be willing to go along with efforts to avoid viewer criticism of commercial intrusions in newscasts.

The area of disagreement between the agency and CBS includes the number of interruptions permitted in a 30-minute entertainment program.

Mr. Pinkham doesn't consider piggyback positioning an effective substitute device.

The agency executive pointed out that a number of advertisers have put their minor brands into network tv recently because of the flexibility and economy of this type of pattern. If the new rule calling for a maximum of three commercial positions is inflexible, some of these brands "may go back to spot tv where they came from," Mr. Pinkham said.

• Olíver Barbour, vp and director of radio and tv programming at Benton & Bowles, indicated this agency is still waiting for clarification from the network as to precisely what the standards mean.

Mr. Barbour raised two points of possible concern: (1) The definition of an interruption and (2) the interpretation of billboard. As an example he cited the integrated commercials in the "Danny Thomas Show," where the product sell is fleeting, but must of course be included. These General Foods commercials, he said, get good mail response. "If we have to give that up, it will hurt a great deal," he said.

The Benton & Bowles executive said the advertiser will have a gripe if the new billboard rule means he is confined to saying merely the advertiser presents.

■ AA also queried Herbert A. Carlborg, director of program practices, to see what kind of sell now carried on CBS will be *verboten* under the new taste and acceptance standards.

Mr. Carlborg said the rules relating to commercial copy acceptance for news would be a matter of negotiation. "Our aim," he emphasized, "is to create the proper climate for news and public affairs shows." #

Last Minute News Flashes

BBDO Names Gillen to London Post

New York, March 11—Following its entry into the international field, Batten, Barton, Durstine & Osborn is moving William R. Gillen to London, where he will become a director of BBDO International and take charge of European liaison with U.S. clients. Mr. Gillen has been vp and assistant to the president. The move follows BBDO's acquisition of Dolan, Ducker, Whitcombe & Stewart and Patrick Dolan & Associates (AA, March 7).

Oliver Corp. to Meet with Six Agencies in April

Chicago, March 11—Oliver Corp. is reviewing its advertising program for its agricultural and construction machinery, both foreign and domestic. Six agencies, including Buchen Co., the incumbent, will make presentations in April. R. L. Dinnsen, advertising and sales promotion manager, said no other agencies will be considered. The account bills an estimated $1,000,000.

Louis Brockway to Leave Y&R in May

New York, March 11—Louis N. Brockway, chairman of the executive committee at Young & Rubicam, has "asked to be relieved of his duties" on May 1 to get "more leisure and a less strenuous working schedule." Mr. Brockway will continue as a Y&R director and will handle some special assignments. He has spent 30 years at the agency.

Edison Electric Hears Agencies; Other Late News

• **Edison Electric Institute** and member utilities will hear presentations March 28 and 29 for the $2,500,000 Live Better Electrically account. Fuller & Smith & Ross, the present agency, as well as Leo Burnett Co.; Compton Advertising; McCann-Marschalk; Batten, Barton, Durstine & Osborn, and possibly one other agency will solicit the business.

• **Erwin-Lambeth Inc.**, Thomasville, N. C., manufacturer of upholstered furniture, has named North Advertising, Chicago, as its agency. The account, which bills nearly $100,000, was a direct advertiser.

• **Lehn & Fink Products Corp.** has appointed Geyer, Morey, Madden & Ballard to handle a new drug product, expected to go into test markets within the next few months.

• **Arthur W. Cowles**, formerly vp and assistant general manager of the Chicago office of Marsteller, Rickard, Gebhardt & Reed, has been elected exec vp and general manager of the agency's Pittsburgh office, succeeding Rodman S. Reed, who has been promoted to vice-chairman of the board. Mr. Reed, one of the founders of the agency, will continue to headquarter in Pittsburgh.

• **Herbert W. Warden** has closed down his agency, H. W. Warden Associates, a shop he launched in August, 1958, and will join Grey Advertising on March 15. Moving with him will be Potato-Plus, Junket Quick Fudge mix and a new, unnamed product of Salada-Shirriff-Horsey and the Bantob cigaret account.

• **Warner-Lambert Pharmaceutical Co.** has appointed Cunningham & Walsh to handle advertising for a proprietary drug product. Warner-Lambert would not name the product, but it is thought to be Sterisol, a mouthwash which has been test marketed through Warwick & Legler.

• **Personal Products Co.**, Milltown, N. J., is test marketing a rolled sanitary napkin called Roll-nap in Providence. A half-page spread in the March 9 *Providence Evening Bulletin* describes the new product as "individually wrapped, purse-size, deodorant protected." Young & Rubicam, New York, is the agency. A similar product is also being tested by Scott Paper Co. through Compton Advertising.

• **Tintex**, formerly at Mogul Williams & Saylor, has switched its account to Grey Advertising, New York, effective next month. The home dye product is made by Park & Tilford, a subsidiary of Schenley Industries. Grey also handles Amitone, marketed by Norex Laboratories, also a Schenley division.

• **Advertising agency profits** in 1959 reversed their downward trend of recent years, Frederic R. Gamble, president of the Four A's, told the National Business Publications meeting at Boca Raton last week. Mr. Gamble Friday said details of agency profit performance will be available in "about two months."

Decree Limits Agency's Clients

(Continued from Page 1)

In addition, it is enjoined for a five year-period from representing more than one association of Swiss watch manufacturers.

FC&B resigned the Watchmakers of Switzerland account in December, 1958, and now has no client in the watch field. The decree also listed Ebauches S.A. and F.H. (Federation Suisse des Associations de Fabricante d'Horologerie) as FC&B accounts.

The order prohibits FC&B from "advertising or engaging in promotional work or other public relations activity for or on behalf of any association of Swiss manufacturers of watches or any organization representing such manufacturers or association which are designed to induce or influence the people of the U. S. to purchase Swiss watches only through retail jewelers, unless such advertising or promotional work or other public relations activities are also designed to inform the people in the U. S. that there are sources other than retail jewelers from whom such Swiss watches may be purchased in the U. S."

Also in the order against FC&B is a provision that it must not furnish advertising or promotional material on behalf of a Swiss organization to U. S. retail watch dealers "on a basis which discriminates against any type or class of such dealer."

■ The other 12 agreeing to the consent judgment are American Watch Assn.; Eterna Watch Co. of America; Concord Watch Co.; Diethelm & Keller; American Rolex Watch Corp.; Rodania Watch Co.; Movado Watch Agency; Jean R. Graef Inc.; Norman M. Morris Corp.; Henri Stern Watch Agency; Berco Inc.; and Wyler Watch Corp., all of New York.

Five Swiss and five U. S. companies did not sign the consent judgment. The Swiss defendants are Federation Suisse des Associations de Fabricants D'Horologerie; Ebauches S.A.; Gruen Watch Mfg. Co. S.A.; Eterna A.G. Uhrenfabrik; and Wittnauer et Cie. U. S. defendants are Bulova Watch Co., Benrus Watch Co., Longines-Wittnauer Watch Co. and Watchmakers of Switzerland and Information Center, all of New York, and Gruen Watch Co., Cincinnati. #

Hartenbower New TV Code Head as McGannon Leaves

Swezey, Cash, Seaton, Potter Listed as Possible Successors to Fellows

Washington, March 11—Directors of the National Assn. of Broadcasters this week elevated E. K. Hartenbower, KCMO-TV, Kansas City, to chairmanship of its tv code review board and made plans to select a three-man board to run the association until a successor to Harold E. Fellows is named.

The three interim administrators are Clair McCollough, Steinman Stations, Lancaster, Pa.; G. Richard Shafto, WIS, Columbia, S. C., and Merrill Lindsay, WSOY, Decatur, Ill.

Mr. Fellows, chairman of the board and president, died of a heart attack Tuesday (*see story on Page 50*). Already being mentioned as successors are Robert Swezey, former exec vp and general manager of WDSU-TV, New Orleans; Norman E. (Pete) Cash, president of the Television Bureau of Advertising; Interior Secretary Fred Seaton and former Sen. Charles Potter (R., Mich.).

Mr. Hartenbower succeeds Donald H. McGannon, president of Westinghouse Broadcasting Co., who leaves the code board. NAB said it was because he had been "appointed twice" and is ineligible for reappointment. Mr. McGannon, however, has not served two full terms.

■ Meanwhile the directors designated NAB's secretary-treasurer, Everett E. Rivercomb, acting administrator of the association.

Ultimate selection of a successor to Mr. Fellows is to be made by a committee of seven to ten persons, also to be picked by the chairmen and vice-chairmen of the radio and tv boards. The committee may include persons outside the industry.

The NAB board also okayed:

• An amendment to the tv code standards reducing maximum number of participation spots in programs of one-half-hour or longer from the current six to five per half hour.

• Three new appointments to the tv board: George Whitney, KFMB-TV, San Diego; Robert W. Ferguson, WTRF-TV, Wheeling, and James R. Gaines, WOAI-TV, San Antonio.

• A decision to expand the tv code staff with (1) a New York office to maintain continuing contact with New York-based networks, agencies and advertisers, and (2) more personnel in Los Angeles and Washington.

• A plan to allow non-NAB stations to subscribe to radio standards of practice for a nominal fee. This is seen as a step toward an enforcement program comparable to that in tv. #

NORMAN GEARE

Philadelphia, March 11—Norman W. Geare, 67, retired advertising executive, died March 10 after an illness of several weeks.

Mr. Geare was president of Geare-Marston when it became the Philadelphia division of Ruthrauff & Ryan early in 1957. Later that year R&R merged with Erwin, Wasey & Co. to become Erwin Wasey, Ruthrauff & Ryan. Mr. Geare then retired. He had been with the old Eugene McGuckin Advertising Co. in Philadelphia before forming Geare-Marston in 1928 with the late Harold Marston.

Perrottet Botthof Cahners Haywood Mast Watt Harper Eiserer Kihlstrum Jaenke Hollins Driscoll Gillette Wilson

NBPers—*Relaxing between business sessions at the 1960 annual spring meeting of the National Business Publications in Boca Raton were Louis Perrottet and Bud Mast Jr., Conover-Mast Publications, New York; Laurie Botthof, Standard Rate & Data Service, Skokie, Ill.; Norman L. Cahners, Cahners Publishing Co., Boston; Bud Haywood, Haywood Publishing Co., Chicago; Les Watt, Watt Publishing Co., Mount Morris, Ill.; Robert E. Harper, NBP; Leonard Eiserer, American Aviation Publications, Washington; Milton B. Kihlstrum, Miller Publishing Co., Minneapolis; Russell C. Jaenke, Penton Publishing Co., Cleveland; Red Hollins, W.R.C. Smith Publishing Co., Atlanta; Maury Driscoll, Industrial Publications, Chicago; Scranton Gillette, Scranton Publishing Co., Chicago, and Jack Wilson, Wilson-Carr, Chicago.*

Meldrum Study Helped Republic Steel Hike Readership 10%, NBP Is Told

(Continued from Page 1)
their publications serve.

■ Much of Tuesday's "agency day" program dealt with new studies of advertising effectiveness. One study, by Meldrum & Fewsmith, Cleveland, which will not be fully released until next month, reportedly led to changes in Republic Steel ads which have increased readership by 10% during the past four years.

The other, a progress report on the work of the council on advertising readership of the Industrial Advertising Research Institute, suggested that a reliable technique for analyzing factors which stimulate readership has finally been achieved. In tests on two industrial publications the IARI results conform to some of the conclusions reached by Meldrum & Fewsmith, while conflicting with others.

■ Arthur A. Early, director of marketing services, and Niles A. Wilson, research director, both of the Meldrum agency, described how Starch ratings for 1,800 ads by Republic and its competitors in 65 business publications had been analyzed during the past four years to isolate factors common to ads with high readership and ads evoking high coupon response.

On the basis of a "new set of benchmarks" which came out of this research, they said, Republic has (1) eliminated non-functional color; (2) gone to bleed in all pages; (3) secured an idea of the seasonal pull of all products and how they vary; (4) had a 10% gain in readership and hopes for another 10% to 15% gain; (5) learned that audiences of some publications are more responsive than others, and (6) had its choice of repeat ads greatly simplified.

■ Mr. Early assured the publishers that Republic designed the study to learn more about the use of white space, and he stressed that the conclusions are specific only for Republic. "Other business paper advertisers have different problems and sales strategies," he noted.

Full details of the Meldrum & Fewsmith four-year study of Republic ads are not to be released until next month. Meanwhile, some of the specifics mentioned at the NBP meeting included:

- A second color doesn't increase readership and sometimes even hurts it.
- Use of bleed effectively increases readership.
- People in illustrations sometimes seem to reduce interest.
- Square halftones are superior to other illustrations.
- Right hand pages do better than left hand pages.
- Single-page ads facing other ads are superior to ad pages facing editorial.
- A repeated ad usually gets about as much readership as when it first ran.
- Generally, position in the first quarter of a magazine is best for an advertiser, and the last quarter is poorest.
- Ads in the first quarter of the year draw superior response from a seasonal standpoint.

■ Because of the multiplicity of products it sells, Republic has been spending over $1,000,000 annually in 130 business publications, the agency people pointed out. Since these publications reach 25,000,000 persons annually and have an average Starch of 20, a gain in readership of 10% represents 500,000 additional readers.

■ The report on recent progress by the council on advertising readership of IARI was presented by John W. DeWolf, of G. M. Basford Co.

After six years of effort, he said, the committee has finally agreed on 58 "variables" which can be used in evaluating the reasons for readership results.

The committee has discovered, he said, that no over-all set of conclusions applicable to all advertisers in all publications can be laid down. Meaningful material can be secured only when each publication is studied individually, he said.

■ The readership issue was raised from the floor following a talk yesterday by C. E. Geary, manager, direct current motor and generator department, General Electric. Asked how GE rates its ads, he said readership ratings are wonderful for judging the technical skill of an agency. But, he said, he doesn't consider ads from that standpoint.

"An ad can't be all things to all people," he commented. "As soon as you try to sell a budget on a high Starch, you get yourself in deep water."

■ A panel also got into readership Monday when Robert L. Hartford, *Machine Design*, used an analysis of high Starch rated ads from *Industrial Marketing* to demonstrate that ads are most effective when they provide information which helps the reader solve his problem.

Introducing a round table on promotion, he pointed out that ads which gave useful ideas generally outranked those which simply offered to provide information.

He noted the average-noted rating in six Starch studies of *IM* advertising in 1959 was 17; this is higher than the average-noted figure for other business papers being Starched, he said.

Members of his panel were Randy Brown Jr., *Sales Management;* Sal Marino, Penton Publishing Co.; Richard M. Beeler, Beeler Publishing Corp.; Lee B. Bergstrom, *Consumer Packaging*, and William A. Wilson, *Pit & Quarry*.

■ The opening-day program also included Rep. Hale Boggs (D., La.), sponsor of legislation nullifying recent Internal Revenue Service regulations which bar tax deductions for any ads dealing with legislative issues. He said new policy statements filed by the Commerce and Treasury Departments with the House ways and means committee last week provided encouragement for advertisers (AA, March 7). No tax law or regulation should stand which "impairs the ability of the public to communicate freely with its legislators," Rep. Boggs argued.

Also on the Monday program was a panel discussion of the work of TF clubs, which raised the possibility that the Business Paper Week observance, which started in Cleveland last fall, will be attempted simultaneously this year in New York and Chicago also. The panel included Robert W. McKenna, Chilton, presiding; G. C. Hooker, *Industrial Equipment News*, Chicago; W. G. Sheehan, *Southern Automotive Journal* and *Electrical South*, Cleveland; Stanley F. Girard, *Tool Engineer*, Chicago, and James L. Ozanne, *Foundry*, New York.

Also on the NBP program were heads of major assocations: Frederic R. Gamble, president of Four A's; Lowell McElroy, ANA, and Harold A. Harty, chairman, Assn. of Industrial Advertisers.

■ The meeting concluded today with two panel sessions. One, on "The Challenge of In-Plant Distribution," included as panel members T. Richard Gascoigne, Hayden Publishing Co., and Louis J. Perrottet, Conover-Mast Publications, new NBP chairman.

The other, on "Cutting Composition Costs," was led by Leonard A. Eiserer, American Aviation Publications. Discussion leaders were George Cameron, Chilton; Raymond Coombes, *Mechanization;* Norman A. Olson, *Consumer Packaging*, and Frank Richter, Watson Publications.

■ NBP officers installed at the meeting were Louis J. Perrottet, Conover-Mast, chairman of the board; John W. Hartman, Bill Bros. Publications, vice-chairman for legislation; Marshall Haywood Jr., Haywood Publishing Co., publications vice-chairman for operations; Milton B. Kihlstrum, Miller Publishing Co., vice-chairman for membership; David Watson, Watson Publishing Co., vp for public relations; Leonard A. Eiserer, American Aviation Publications, treasurer.

Four new directors are Richard M. Beeler, Beeler Publishing Corp.; C. Laury Botthof, Standard Rate & Data Service; Kingsley Rice, Technical Publishing Co. and Rice-Youmans Publishing Co., and Norman Cahners, president, Cahners Publications. #

Sen. Neuberger, 47, Active in Much Ad Legislation, Dies

WASHINGTON, March 9—Sen. Richard L. Neuberger, 47, who died today, figured prominently in many legislative matters of particular interest to advertising and publishing.

During his one term in the Senate, he successfully sponsored legislation to control billboards on the new federal interstate highway system. He provided the decisive vote which forced the 1958 postal rate increase bill out of the Senate post office and civil service committee. A year ago he was identified with a proposal to subsidize anti-tobacco educational programs in public schools. He had also been active lately in behalf of a tax loophole bill which would have tightened up on deductions for such purposes as entertainment, company owned yachts and hunting lodges.

His death creates a vacancy in the Senate post office and civil service committee at a time when the committee may have to determine whether to consider additional postal rate increases sought by the administration. #

First Ad Display Agency Association Formed

An organization meeting of point of purchase display companies throughout the country was held in St. Louis March 10, 11 and 12 to organize the first national association in this field. The group will be called the American Assn. of Advertising Display Agencies. Its members provide point of purchase planning, creative and production services.

Russell S. Kribs, Russell S. Kribs Associates, is chairman of the organizing committee. He resigned as marketing vp of Tel-A-Sign, Chicago, last May when he formed his own company in St. Louis.

WPIX Promotes Harris

Blaney Harris, formerly an account executive at WPIX, New York, has been named to the new post of program sales manager of the tv station.

Haggerty Beeler Dix Hook Hartford Wilson Stewart Buzby Gauley Herz Gascoigne Mrs. Mast Pope Richards

AT EASE—*At the 1960 spring meeting of the National Business Publications in Boca Raton were Lee Haggerty and Arthur H. Dix, Conover-Mast Publications, New York; Dick Beeler, Beeler Publishing Corp., San Francisco; George Hook and Carroll Buzby, Chilton Co., Philadelphia; Robert L. Hartford, Machine Design, Cleveland; William A. Wilson, Pit & Quarry Publications, Chicago; George Stewart, Constructioneer, East Orange, N. J.; Ernie Gauley, Consulting Engineer, St. Joseph, Mich.; Jay Herz, Modern Medicine, Chicago; Dick Gascoigne, Hayden Publishing Co., New York; Mrs. Bud Mast Jr.; George Pope, Foundry, Cleveland; Ray Richards, Purchasing, New York.*

Small Company Needs Ad Tactics Different from Competitor's: Peterson

(Continued from Page 3)

motion of Inland Steel Products Corp., said that an "advertising operation should be so closely integrated with sales that management cannot think of advertising as a thing apart or something that can be left out without really hurting sales. Almost all sales problems are advertising problems as well, and, with the right approach, advertising can often solve them."

Mr. Cheney added: "It does little good to point out to management that advertising is not an exact science; that inspired advertising will never be conceived by a calculating machine. I don't think we should say to management that 'cutting down on advertising to save money is like stopping the clock to save time.'

"I do think that we should do everything possible to convince management of the effectiveness of advertising, and to prove what it does for sales," he asserted.

■ In defense of ad budget cuts, Dean Axtell, manager of Inland Steel's budget division, said, "The advertising dollar is . . . competing with such expenses as salaries, which are very difficult to cut." The major reason why advertising is prone to be sliced, Mr. Axtell offered, is "that it is an easy expense area to obtain cost reduction.

"Advertising expense . . . is very difficult to evaluate or justify objectively," he said. "No good measuring sticks are available to determine the proper amount of advertising expense and it is difficult for the advertising manager to prove just what would happen if his budget is cut."

Mr. Axtell said, "I think it is improper, for example, to ask how much advertising we can afford at a certain sales volume. Rather, we should ask what is the minimum amount of advertising necessary to achieve a certain sales volume.

"It would be well to present management with alternatives to show them how much advertising is necessary to increase sales volume 5% or 10%.

"This is easier said than done, I know, but if we can show a relationship between advertising and sales it is a simple mathematical problem to determine what level of advertising is most profitable for the corporation."

■ Dr. J. N. Peterman, director of psychological research for Buchen Co., noted "that there is no such thing as a corporate image except as it exists in the minds of people."

He emphasized that "in the case of corporate image studies, even more so than is true of most other research, the time to set the stage for use and application of the findings is not at the completion of the survey work, but rather, before its initiation."

Sidney J. Levy of Social Research Inc., outlined ways in which the corporate image can be of value to companies:

• It provides management with a perspective and an overview of its relationships.

• It is helpful when a company has stockholders and management is interested in effective communication with them.

• In the broader arena of government investigation and regulation, corporate image plays an important role.

• The corporate image can be crucial in attracting talent from competitive executive and professional markets.

■ Malcolm A. McNiven, manager of advertising research for E. I. du Pont de Nemours & Co., said that, "In general, techniques for measuring attitudes are not as accurate as we would prefer. The measures currently being used tend to be gross and relative measures. By gross measures I mean they are good for dividing people into extreme groups; that is, the most favorable group, the indifferent group, and the unfavorable group.

"If we try to differentiate accurately between those who are mildly favorable and those moderately favorable, there will be many errors made," he said.

As an illustration, Mr. McNiven noted, "I can measure a table top with a ruler calibrated in inches and you can have one calibrated in centimeters and we won't get the same answer, unless, of course, we convert centimeters to inches or vice versa. In attitude measurement, you usually don't know what exact unit you are using, so it is extremely risky to convert the scores into any other system or even to compare the scores with those obtained in any other way."

■ To those considering a study of public attitudes toward their company, Mr. McNiven offered the following suggestions:

• Decide in advance exactly what areas you need to know about.

• Decide exactly whom you want to talk to.

• Decide in advance what you are going to do with the answers when you get them.

• Don't forget the general public has very little knowledge of your company and even less interest in it.

• When designing the questionnaire, keep the questions or tasks you want the respondent to perform as simple as possible.

• When you get the results, follow the decision rules you set up in advance and don't try to get something out of the study that it wasn't designed to give you.

■ "How not to measure the corporate image" was offered by Charles K. Ramond, technical director of the Advertising Research Foundation.

He cautioned that the negatives he offered concerning research were given "in the interest of better research for us all, and not because I have adopted an unwholesomely negative attitude."

Dr. Ramond then proceeded to note the "only three things wrong with most corporate image research: That it is logically inadequate; that it cannot be done, and that it is not used."

He said that "if the study doesn't help decision making, it hasn't been used. Only in this sense has it been my experience that many corporate images are useless."

Corporate image research cannot be done, he said, in cases where opinions about the company are so faint or infrequent that their measurement by an existing method is almost impossible. #

BBDO Names Emory, LaFarge

Brooks Emory, formerly senior vp of Lennen & Newell, has joined Batten, Barton, Durstine & Osborn, New York, as account group head on Warner-Lambert Pharmaceutical Co.'s Bromo-Seltzer account. Mr. Emory had been with Young & Rubicam for 20 years before joining L&N a year ago. John LaFarge, also formerly with Lennen & Newell as vp and copy group head, has joined BBDO's copy department.

EASTER — *Aluminum Co. of America is using this full-color display piece for its Alcoa Wrap to promote sale of Easter hams. A special premium offer of a two-piece Wear-Ever carving set is included.*

Toy Men See '60 TV Ads Topping '59's $6,000,000

(Continued from Page 3)

Television advertising by toymakers exceeded $6,000,000 last year, a figure almost double the 1958 expenditure, according to early reports from the Television Bureau of Advertising. Magazines and Sunday supplement advertising, however, dropped some $100,000 according to Publishers Information Bureau—for a total of $1,642,081. The PIB figures point up the continuing shift to tv by the toy men.

One large manufacturer said, "Sales are running so far ahead that we're embarrassed to give you the figures."

■ Charles S. Raizen, president of Toy Manufacturers of the U.S.A., commented: "This year's toy fair will be held with an air of confidence and enthusiasm resulting from the completion of the best year in the history of the American toy industry."

It was probably a year in which more advertising dollars were spent than ever before, although the companies with budgets of appreciable size number only about a dozen.

• Mattel Inc. appears to have been 1959's biggest advertiser, with an expenditure estimated at $1,250,000 or more—mostly in television—with better than $800,000 in network tv. Mattel sponsors "Matty's Funday Funnies" over the ABC network on a 52-week contract and is considered a pioneer daytime network tv toy advertiser.

• Louis Marx & Co., believed to be the world's No. 1 toymaker, also entered the medium last year. Unlike the 12-month Mattel pattern, Marx concentrated on the fall-Christmas season with a spot tv program, where it probably spent close to $1,000,000 in about ten weeks. The seven items that were promoted on the air reportedly sold out at retail.

■ Among the other major toy advertisers in 1959 were Revell, Remco, Ideal Toy, Lionel, Gilbert, Parker Bros., Milton Bradley, Transogram, Amsco, Playskool.

Considering that there are some 1,400 exhibitors at the ten-day toy fair, which spreads out through two hotels, two toy buildings and dozens of permanent toy showrooms—the vast majority of toy makers neglect to advertise.

But when they do, tv gets a bigger and bigger lion's share. The medium has made it possible to sell expensive toys as never before. It has an important bearing on buyers' orders. It has shortened the life of items that used to be good sellers for three or four years to one, but it has increased the volume during the that one year's life to make it more than worth while.

■ Advertising of list prices has impelled discount and loss leader selling to the point where some manufacturers talk of eliminating list price (though certain customers object). Some buyers attempt to stay clear of items which they think are "naturals" for loss-leader or heavy discounting.

But the magic spell of tv has worn off to the extent that it will no longer sell out a toy at retail simply because it is advertised; it will do little or nothing for a mediocre item.

Television's demonstrative abilities will keep it in the forefront of 1960 ad plans. Projected budgets at this time call for tv increases ranging from about 18% for Remco to a 250% increase forecast by Ideal Toy, which probably will pass the $1,000,000 mark for the first time. #

Hellmann Forms Company; Bellus to Transcontinent

Gordon A. Hellmann, formerly director of advertising and sales promotion of Transcontinent Television Corp., New York, has formed Hellmann Marketing Service at 654 Madison Ave., New York. Specializing in visual sales presentations, the new company will provide consultation and creative services for clients in broadcasting and related fields.

Dan Bellus, previously general sales manager of KFMB, San Diego, has replaced Mr. Hellmann as director of advertising and sales promotion of Transcontinent. Joining Transcontinent in the new post of sales development manager is Carleton Hence, previously national sales manager of WBRE-TV, Wilkes-Barre, Pa.

O'Mara & Ormsbee Boosts 3

James T. Ritter has been promoted from the Chicago sales staff of O'Mara & Ormsbee to western sales manager, succeeding Charles L. Healy, who was named vp and western manager of the newspaper representative company. At the same time, Alfred G. MacKenzie has been promoted from the New York sales staff to manager of the Detroit office, succeeding Robert A. Jobson, who resigned.

5 Small Brewers Form Ad Co-op, Budget $1,000,000

(Continued from Page 3)

Each brewer-member maintains his separate identity and continues to make and distribute his own brand.

But association members have agreed to utilize what Mr. Morris describes as "a common family of advertising," and particularly a central theme and "character" in their ads, as developed by the Morris agency.

The principal common denominator in member advertising is a trademark character—a jolly little man with handlebar mustache and beetling eyebrows.

■ For Jones Brewing, in the Pittsburgh area, he's "Stoney," since this is the name of Jones' beer. For Holihan Bros. in Massachusetts, he's "Mr. Holly." For Ceontlivre Brewing, in Indiana, he's "Crownie," to go with Old Crown beer.

As Mr. Morris explains the copy concept:

"We're trying to create an image of such distinction that it will be recognizable wherever it's used. We think we can build up the prestige of the smaller concerns by creating ads which convey a feeling of quality. Our association members can't outspend the big companies so we have to try to outthink them."

The Morris agency gets the usual commission on the ads it places for association members. For other association work, such as market research, it bills each company in strict proportionate to actual use.

Mr. Morris says he first got the idea for bringing a number of small independent concerns together on the marketing front when his agency first obtained the Jones Brewing account 11 years ago.

■ Looking into the problems confronting the small brewer, he became convinced that they had common problems which could be solved only by united, coordinated effort. In particular, he observed their need for "real brand recognition."

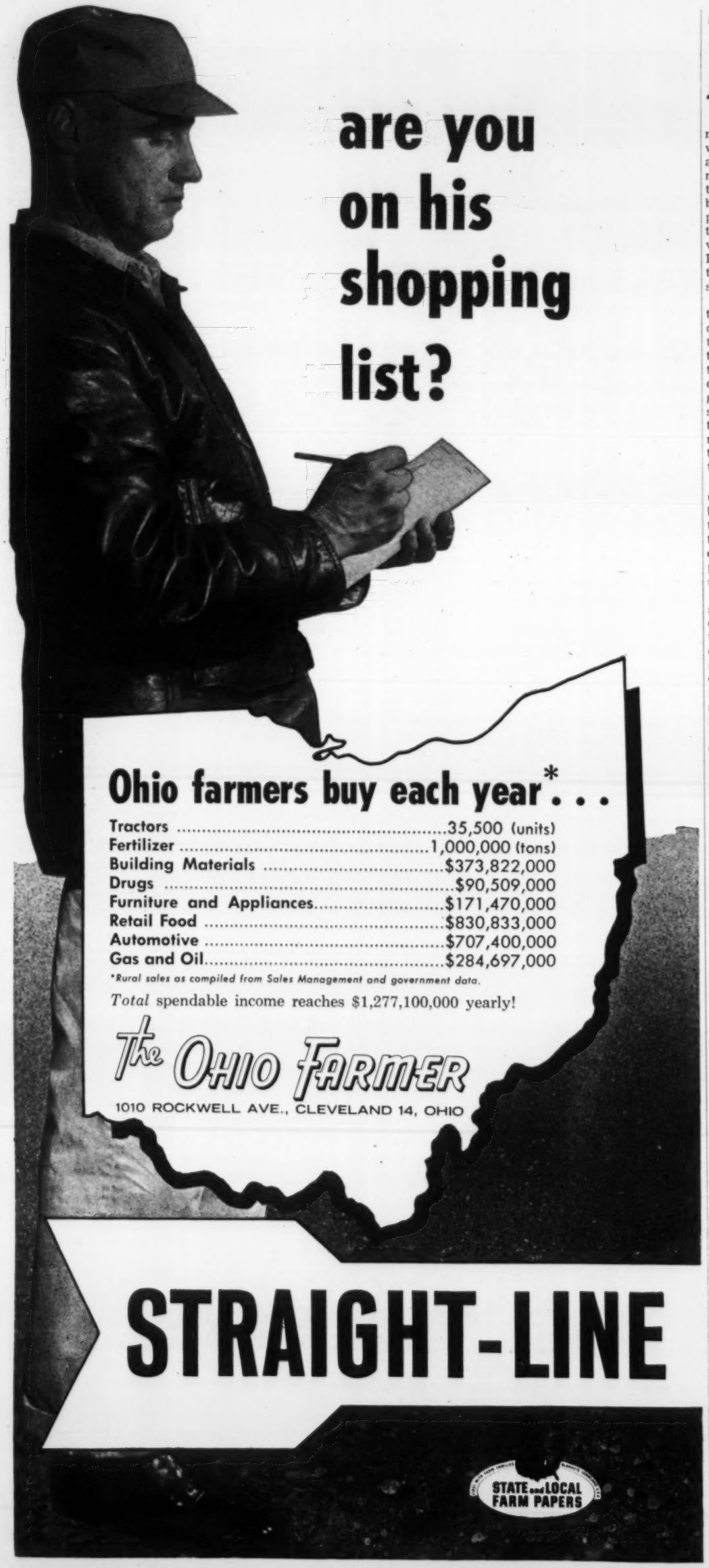
Since the Morris agency took over the Jones Brewing account (Stoney's Beer), this company's volume has just about tripled. To achieve this growth, the company has used an advertising campaign that might be described as "stick in the eye" copy with emphasis on outdoor signs. But it also has invested in considerable point of sale material, and the distribution of menu booklets suggesting ways to combine beer with food.

The 1960 program for U.S.A. members, as now projected, will be built largely around outdoor ads, with copy changed monthly.

A number of boards are now under contract. As many as 700 signs may be leased—80% of them posters. The others will be spectaculars, but Mr. Morris feels that the spectaculars will be dropped next year in favor of posters to permit more frequent copy change.

■ The program also will include some spots on a few tv stations, radio spots and from two to four ads a month in a few newspapers serving certain markets. As yet, no magazine ads have been used, but consideration is being given to some split run ads in August or September this year.

Media choice differs to some extent in various marketing areas because of differing local conditions, especially laws governing beer sales and distribution. #



Traviesas Tells Rough Road Ahead for TV Film

(Continued from Page 2)

network shows on an alternate week basis, giving the advertiser a billboard and a one-minute commercial one week and a cross-plug the following week. This type of buying can be made over several programs for a short period of time. Last September we bought a very effective plan of this type for Du Pont's car waxes for a concentrated period of three months this spring," Mr. Traviesas continued.

The BBDO executive said that tape will enable stations to produce local shows to fill some of the time that has formerly gone to syndicators' fare. He predicted that stepped up competition will cause the costs of syndicated programs to "reach the leveling-off stage." Additional income from the international market, he said, may help syndicators meet additional expenses without raising their prices to U.S. buyers.

■ Mr. Traviesas began his speech by presenting the sales story for the "flexible medium of syndication" as it is outlined to potential clients when BBDO finds suitable properties. The major points stressed:

1. Economy—"In many instances, a quality, top-rated syndicated show can do the job at less than the cost of a good tv spot campaign. For instance, this season Schaefer beer needed a tv exposure in Hartford, but did not have the dollars for an effective tv spot campaign; so on our recommendation Schaefer bought ITC's 'Four Just Men.' The show is doing well in this market, which means that with a minimum amount of dollars we are getting reach, association and a merchandisable property."

2. Market selection—"An advertiser can reach any one market, or a group of markets, where sales and sales potential justify either a television effort or a supplementary television expenditure. A 'scoring punch' can be directed where it is most needed. Weak markets need not be taken, as is the case in many network buys. Again, as an example, Lucky Strike is in about 50 markets with Ziv's 'Lockup' and 'This Man Dawson.' These markets are in areas where Lucky Strike feels they need added tv impact to support their network vehicle. Also, when we first inaugurated MCA's 'Secret Agent 7,' we combined a regional order with dual filter Tareyton, whereby Lucky Strike took the bulk of the stations and Tareyton took the remainder."

3. Choice of station and time—"Even the best tv network doesn't have the best station in every market. Syndication affords the opportunity to pick the best station and time period peculiar to each market."

4. Rating getter—"Ratings of shows such as 'The Honeymooners,' 'Phil Silvers Show,' 'Sea Hunt' and 'Highway Patrol' and others give an indication of what a good syndicated show in a good time period can do."

5. Nighttime minutes—"An advertiser who needs at least a minute to tell his story and who wants to reach the entire family can use a syndicated program under controlled program conditions. This has been true of Standard Oil Co. of California, a BBDO client, which has used 'Sea Hunt' effectively in 26 West Coast markets."

6. Program announcements vs. spot announcements—"Special research that we have done at BBDO has proven that a commercial within a program is much more effective than a spot announcement. (However, I must hasten to say that any negative comments I make today about the use of spot announcements do not mean that we don't advocate spot campaigns at BBDO. We recognize each tv vehicle for its specific merits, depending on the objectives of each campaign."

7. Merchandising and promotion—"Syndication affords the sponsor the opportunity to merchandise and promote his tv property, something that is difficult to do with spot announcements. Standard Oil of California received for the premiere of 'Sea Hunt,' on 26 West Coast stations, more than $100,000 worth of promotion in the form of on-the-air promos, newspaper ads, outdoor signs, personal appearances by Lloyd Bridges, and point of sale material. Similar promotional case histories can be told about Conoco in connection with 'Whirlybirds,' Ballantine and 'Bold Venture,' Brown & Williamson and 'MacKenzie's Raiders,' and many others," Mr. Traviesas said.

■ The sellers were represented by E. Johnnie Graff, National Telefilm Associates vp, who said syndicators have been aided by the fact that many stations have increased discounts for program unit buys while cutting discounts for announcement buys.

Nevertheless, he was not optimistic in his analysis of syndication's financial plight, with many syndicated shows losing money.

"I think it would help everyone in the industry if we all faced up to the fact that buyers, sellers and even talent must realign their thinking if syndication as we know it is to survive," he said. Once a syndication outfit commits for production, even for a low budget show, it must be prepared to spend about $1,300,000 for 39 episodes. "Figure print and lab costs at $10,000, another $30,000 for advertising the series and that's now $1,340,000. Then 35% for sales and distribution costs, or about $400,000 more to be added on before pricing the show, for a total of roughly $1,750,000 that must be grossed in sales before the profits show or even before he pays the bank interest," he said.

■ "On this basis, and knowing that about 85% of his potential revenue comes from the top 25 markets, he must price markets like Pittsburgh at $950, Boston at $900, Chicago at $2,250, New Orleans at $450 and New York at $4,250. These are prices, remember, based on cost, but unfortunately they're way out of line unless the shows can be placed in prime time or a good adjacency. Otherwise the sets in use and the resultant ratings make the cost-per-1,000 look sick and the media buy a bad one.

"So going into the marketplace, the syndicator knows he's got one strike against him. Now if he's lucky enough to start with a good regional sale that guarantees him about $20,000 an episode, he's insulated against bank pressures and panic selling," Mr. Graff said.

But, he noted sadly, sometimes the wheeling and dealing starts almost with the first can of film, and stations watch for the sign of trouble and move in to buy as cheaply as possible.

The arithmetic continued:

■ "The usual good syndication show grosses $1,500,000 first time around, or around $40,000 an episode. Take off the print costs, advertising, bank loans and finally sales and distribution costs, and

OPTICAL ILLUSION—*The bespectacled man in the KLM Royal Dutch Airlines ad is not holding a bottle of Old Forester, but it looks that way. The ads ran in the Los Angeles Times and both advertisers have the same agency—but the ads were placed by different offices of Erwin Wasey, Ruthrauff & Ryan.*

the syndicator nets about $25,000. That's probably $6,000 or $7,000 less than the show cost him to make.

"Some years ago, he used to smile and say, 'I'll make it on the residuals.' We know today this is wishful thinking. The only money from residuals is made by actors, musicians, and the guilds.

"The syndicator finds that when he goes into re-runs, he encounters a soft market, loaded with dumped product, antagonistic station program people, no time availabilities and a sales overhead just as heavy as first-run selling. If he grosses $15,000 per episode, he's lucky. And that's only if the show did well, ratingwise, the first time around. Now take off $2,000 for residual payments, sales expense of 35%, some tardy bank payments and then try to make the numbers check out.

■ "To crystalize it even further, some of Ziv's hottest properties, like 'Highway Patrol,' shows like our own 'Sheriff of Cochise' have only grossed approximately $2,000,000 since inception.

"On the other hand, shows that come off the networks are usually completely amortized, and the syndication coin is pure gravy. That's why there is such a price differential in the marketplace between the off-net shows and the straight made-for-syndication films.

"And that's why syndicators are completely justified in asking talent guilds to create a different wage scale for network production," Mr. Graff said.

■ On the upbeat side, Mr. Graff gave a number of specific examples showing how advertisers—such as Kellogg, Budweiser, etc.—have been sold on a specific use of syndication and with great results.

Burnett Joins Roche, Rickerd

Hal Burnett, for the past 10 years president of Burnett & Logan, Chicago, has been named publicity director of Roche, Rickerd & Cleary, Chicago. Mr. Burnett served as Washington editor and executive editor of ADVERTISING AGE and as editor of *Industrial Marketing*, before opening his own publicity and sales promotion agency.

Safeway to Co-Ordinated

Safeway Stores has appointed Co-Ordinated Marketing Agency, New York, to handle radio and television advertising in the metropolitan area. This advertising formerly was placed direct.

Grocer May Sell Aspirin in N.Y., Court Declares

BUFFALO, March 8—Aspirin may be sold in supermarkets, a New York state supreme court judge ruled yesterday.

Justice Reid S. Moule affirmed the right of Loblaw Inc. to sell Bayer aspirin in its stores, despite the absence of a registered pharmacist.

Loblaw, a supermarket chain, sought this ruling in a suit brought against three New York state bodies—the board of pharmacy, board of education and board of regents.

These bodies had prevented Loblaw from selling aspirin on the ground that, although aspirin is available without a prescription, it is a potentially dangerous product and should not be sold except under the supervision of a pharmacist.

The state groups had been strongly backed by retail druggists, through their organization, the Pharmaceutical Society of the State of New York. The society last summer placed in the hands of its members an ad, "So you think aspirin is harmless," urging them to run it in their local newspapers to warn the public about "the growing number of accidental poisonings involving aspirin" (AA, July 20, '59).

■ Loblaw was supported in its action by Sterling Drug, marketer of Bayer aspirin. Sterling told the court that aspirin is a proprietary medicine that "is not deleterious or habit forming."

Justice Moule's decision parallels one made in 1958 by a Washington, D. C., judge, who ruled that "restricting aspirin sales to druggists affords no real protection to the public." Justice Moule said:

"The facts before the court fail to show any such relation in the sale of Bayer aspirin tablets to the public health or welfare as would justify the exercise of the police power of the state." #

'Detroit News' Issues Rates for Zone Advertising

Detroit News, Detroit, has begun offering zone advertising (available on Wednesday only). Automotive, political and general rates for the three areas range from 47¢ to 53¢ per line flat.

make
sure
you get
the order
localized advertising
in the state farm paper
which has earned his
confidence . . . brings
buying results
Farmers like our kind of paper. It's local . . . an informed "next door neighbor" . . . because we edit only for Ohio people and Ohio agriculture. Farmers prefer us 2 to 1 over any other farm publication. Your product gains added interest and respect in this environment. Farmers become even more interested when you use techniques of STRAIGHT-LINE ADVERTISING — local pictures, case histories, prices, terms, dealer listings. We can insert these quickly and at low cost because we print by gravure. Want proof? Send for free folder.
The OHIO FARMER
1010 ROCKWELL AVE., CLEVELAND 14, OHIO
STRAIGHT-LINE ADVERTISING available also in —
MICHIGAN FARMER • PENNSYLVANIA FARMER
THE INDIANA FARMER • THE KENTUCKY FARMER
THE TENNESSEE FARMER & HOMEMAKER
ADVERTISING
RELATED STATE FARM PAPERS

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 48,389

HELP WANTED

TOP SPACE SALES POSITION

. . . . . now available on mass consumer magazine of major publishing company. A rare and rewarding opportunity for an alert, agressive and successful salesman seeking his final move. Exceptional growth potential for right man. Salary plus. Chicago territory. Send resume and snapshot.

Box 3431, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WRITER
Technical and Publicity

To prepare catalogs, specification sheets, literature and news releases on a variety of technical products. Work with sales and engineering departments, plus advertising agency, printers, artists, media. Requires technical aptitude and writing experience. Vacancy in advertising department of expanding multi division electronic and metallurgical manufacturer. Highly attractive future prospects. Please reply to:

Advertising Manager
P. R. Mallory & Co. Inc.
3029 East Washington Street
Indianapolis 6, Indiana

Production Manager for small, active professional publisher in Chicago to design books, purchase printing and binding services and materials, supervise production, control costs. Excellent opportunity for person seeking a responsible position with a variety of production activities Beginning salary approximately $6400 dependent upon qualifications. Send full details on education, experience, and qualifications.

Box 3457, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

ADVERTISING SALES

If you are an aggressive salesman, good closer, sold business magazine advertising and ambitious to get ahead, we have a real opportunity and permanence for you in our Cleveland office. Building publication with an old and respected large multiple publishers of business magazine. Salary, incentive, commission and expenses. Send complete resume to

Box 3260, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

READERSHIP RESEARCH
Advertising Research Salesman

Chicago office of national advertising research company has opening for junior sales-service account executive. Experience with readership studies important. **Sr. V.P., Daniel Starch & Staff, Mamaroneck, New York.**

TEXTILES COPYWRITER—We're looking for an advertising copywriter good on homefurnishings and fashions who is also thoroughly grounded in the knowledge of man-made fibers, mills, converters and the textile trade generally. She should be personable, about 30 to 40. Location: Philadelphia. Give all details in letter.

Box 3482, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPYWRITER: A man who really loves good, smart industrial copy. A man who is creative and, while not necessarily an engineer, understands technical products and appreciates their application. A man who enjoys organizing and writing exceptional sales literature. A man who is productive, self-supervising and creative. To such a man, this sound Philadelphia advertising agency offers, not blue sky, but a full return on your productivity. Write in confidence.

Box 3483, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING MANAGER

Our Advertising Manager is moving up in the Company. Do you have a good general advertising background? Are you a good administrator? Do you have a strong background in Direct Mail Advertising to business firms? If so, we offer a career opportunity at a good salary with our rapidly growing Co. Our direct mail alone has won the D.M.A.A. award 3 years in a row. Don't delay. Write **Mr. E. Huebner, Manpower, Inc., 820 N. Plankinton, Milwaukee, Wisconsin.**

HELP WANTED

WANTED!
FEMALE COPYWRITER
WHO IS "FASHION-ABLE"

If you can write imaginative fashion copy that sings, and brings results . . . if you have had sound retail fashion experience . . . if you are looking for a challenge and bright future with one of Chicago's most dynamic fashion centers—THEN BY ALL MEANS ANSWER THIS AD. Please submit complete details. Salary commensurate with ability and experience. Replies held in strictest confidence. Our staff knows of this ad.

Box 3484, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S
A Specialized Placement Service
ADVERTISING, PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2306 220 S. State St., Chicago 4

Advertising
ART DIRECTOR

We are looking for an experienced man or woman to head up our fashion Art Dept. Work Monday thru Friday. All company benefits plus good starting salary.

CHAS. A. STEVENS & CO.
25 N. State St.

MOLENE PERSONNEL SERVICE

publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St. Chgo 3

ADVERTISING SPACE SALES

Opportunity for young man in twenties to represent midwest territory for international business publisher. Chicago office. Must be aggressive and able to compose own "action getting" sales letters. Basic knowledge of advertising helpful. Salary and incentive arrangement commensurate with qualifications. Expenses. Write giving full particulars. All replies held in strict confidence. Our people know of this ad.

Box 3502, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CHICAGO PRODUCTION DEPT. OPPORTUNITY

Production dept. of one of Chicago's leading ad agencies interested in young, ambitious man with some experience in buying type, engravings, printing, etc. Will work as assistant to Production Director and eventually have own accounts assigned. Phone for appt.,
Mr. McIntyre, FInancial 6-4708.

POSITIONS WANTED

VERSATILE ARTIST

Seeks spot with South-Southwest agency or publication. 6 yrs. exp. layout, finish, production all media. Young, married. For resume, samples write:

Box 3485, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Presently employed space salesman, age 38, with 12 years experience in industrial and consumer fields seeks growth opportunity. Has excellent sales record and references. Must be New York City based but willing to travel Direct all inquiries to **Mr. Alberto Gavaci, President, APG Assoc. Advertising 38 East 29th Street New York, New York**

Acct exec, zealeous, creative-8 yrs diversified exp servicing & selling accts (industrial, retail, trade, small consumer, etc.) Will reloc, pref South.

Box 3486, ADVERTISING AGE
630 Third Ave., New York 17, New York

ARTIST-ART DIRECTOR

Crisp roughs and comps, plus finish art line or wash. Throughly experienced, versatile mature artist desires permanent agency connection.

Box 3487, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

YOUNG MAN—PUBLISHING

Likes to work! Wants pressure, people, action. Persuasive, organizer. Business degree; Law degree in October, 1960. Desires interest with growing regional or consumer publication. Excellent background with Philadelphia magazine publisher. Married; children. Age 26.

Box 3488, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

CREATIVE ACCOUNT EXECUTIVE

10 yrs. 4A agency. Strong new business plans, mdsing. Have some billing.

Box 3501, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PR-WRITING CHGO., DET., CLEVE.; Nwspr-mag. exp., IM award '58 BA, age 30

Box 3491, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LET EXPERIENCED, well-known industrial editor handle your company external, tech writing, brochures, PR. Sensible contract rates. Write **Tower Publications, 53 W. Jackson, Chgo.**

Art Director-Consultant offers layout help. Temporary, free lance. NYC area.

Box 3492, ADVERTISING AGE
630 Third Ave., New York 17, New York

SALES CREATOR (Chicago)

Exec. Salesman caught in merger squeeze. Strong in ideas. Sadler says, "This man can learn fast, analyze well and has very strong sales ability." Now earning $15,000 but will consider incentive plan.

Box 3493, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

YOUR WIFE

has probably read my ads, heard my jingles, seen my TV spots. Creative young pro, now copy Dir.—Partner, small agency, wants a challenge & a future with your company or agency. Exp. pkg. gds., home furn., all facets adv. & sls. prom., will relocate. Money: high teens. May even be worth it.

Box 3494, ADVERTISING AGE
630 Third Ave., New York 17, New York

DIRECT MAIL/MAIL ORDER EXEC

Can plan, prepare, administer your direct mail campaigns. . . . or launch your new mail order operation. 12 years top management of successful mail order firm. Creative; energetic; versatile. Sound working knowledge of all aspects of mail merchandising, markets, lists, print media. Creates high-response copy & layouts. Age: 36.

Box 3495, ADVERTISING AGE
630 Third Ave., New York 17, New York

CAN YOU USE MAN with a possibility of substantial billing in near future?

Box 3496, ADVERTISING AGE
630 Third Ave., New York 17, New York

INDUSTRIAL ADVERTISING MANAGER
Media • Direct Mail
Movies • Meetings • Trade Shows

Solid experience all phases industrial advertising, sales promotion, and public relations—merchandising through direct, dealer, and redistribution sales. Can step in and take charge. Available now.

Box 3497, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Versatile Adman Available

Seasoned, young (29) adman seeks ass't ad manager, contact or ad sales position in Chicago. 5 years experience with agencies and leading advertiser. Married—college graduate. Marine Corps PIO experience.

Box 3503, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Well regarded creative copy-contact man (35). Heavy promotion & merchandising, cosmetics, intagibles, etc. Relocate with agency or advertiser.

Box 3504, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE-LANCE WRITER

Copywriter for Sears, Fields, Walgreens. Publicity hse. organs, collateral for Armour. **UN 9-0347 or DA 8-2410 (Evanston, Ill.)**

POSITIONS WANTED

Jr. Acc't Executive or Adv. Mgr.

Creative planner & doer. Requisite exp.

Box 3489, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Art Director. 4A agency record. Can do unique things to the old cliches.

Box 3490, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERT FREE-LANCE COPYWRITING

Agencies . . . Ad Managers . . . Art Studios: Call me for "rush hour" service. Available for copy-contact at any time . . . no "evenings only" limitations. Versatile, professional, reasonable. Top references, samples. **HOLDEN—NA 2-6355 (Chicago).**

PUBLIC RELATIONS

Solid experience in industrial publicity, press relations, company publications, photography. College grad, family, age 30. I seek a challenging position with agency or industry. Write

Box 3506, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

CHICAGO PUBLISHER'S REP

Wanted by West Coast Publisher of top paid and audited graphic arts trade book. Presently running advertising for more than twenty-five major accounts in territory, potential more than three times this volume. For the right man—complete territory protection and aggressive home-office sales help. Must know graphic arts industry. Send late snapshot.

Box 27 R 596, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

REPRESENTATIVES AVAILABLE

Young, Experienced, Chicago based publisher's representative offers immediate coverage of Midwest area.

Box 3498, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FORMER INDUSTRIAL AD MGR who knows what A.M. needs to know wants media job. 5 yrs. coll., 33, Chicago area.

Box 3505, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

SUCCESSFUL PUBLISHER desires additional capital for expansion of profitable publication in consumer and trade field. Should return investor active or inactive 100% profit within 12 to 18 months PLUS excellent capital gains return. Write today.

Box 3480, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TRADE SHOW CONSULTANT

Available to companies and/or associations organize and produce **successful** trade shows.

Box 3496, ADVERTISING AGE
630 Third Ave., New York 17, New York

Our 49th Year

SENIOR COPYWRITER	$15M
MEDIA BUYER	10M
ACCOUNT EXECUTIVE	Open
ASST. PRODUCT MGR., woman	8M
MARKETING SPECIALIST, consumer products	13M
SLS. PROM. MGR., food exp.	9M
RADIO-TV COPYWRITER, woman	6M
SPACE SALESMAN, trade publication	10M

MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

BUSINESS OPPORTUNITIES

Wanted—Advertising Agency with Volume Typography to invest in up-to-date Complete Typographic Plant.

Box 3499, ADVERTISING AGE
630 Third Ave., New York 17, New York

One-woman ad agency wants to rent space Midtown. Private office required.

Box 3500, ADVERTISING AGE
630 Third Ave., New York 17, New York

BE A TRADE JRNL PUBLISHER IN CALIFORNIA

Small but long established magazine in vital industry has great big potential in competent and ambitious hands. Cash talks but terms O. K. to right buyer.

Box 27 R 544, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

MISCELLANEOUS

TOP QUALITY RESUMES!
100—$3.75—ADD 50 MAIL ORDER
IBM EXEC. TYPE—FAST SERVICE
MINIATURE BILLBOARD CO.
10 E. 44 St. NY 17—YU6-9262

FULLY COMMISSIONABLE!

Advertising Specialties, Business Gifts, Premiums, Sales Promotion Novelties, Calendars, imprinted items of all kinds. House of a Thousand Ideas! Let us help you select the right item for your particular need. Low quantity prices, less "15 & 2" to Ad Agencies. Write today!

Palomar Products
5410 Wilshire Blvd.,
Los Angeles 36, Calif.
WE. 1-1811

NEWS AND FEATURE WRITER, male, age 24 to 26, for position in growing public relations department of Chicago advertising agency. Must have two to four years news and feature writing experience on newspapers, trade or consumer magazines. Excellent opportunity for rapid advancement. Send detailed resume and work samples. Write Box 986, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

WRITERS

to join advertising staff to produce corporate and sales literature including product brochures, external magazine and advertisements. Prefer young experienced men. Degree required. Electronics background helpful. Salary open. Send resume and representative samples. Please do not call.

Mel Schinkel
Director Corporate Advertising
Collins Radio Company
Box 1891, Dallas, Texas

I'M SHOCKED!

Just recently I sold my company. And for the past two weeks I've been looking around for something exciting to do. What a shock! "Specialists, we want specialists," has been beating a tattoo in my ears. To stretch a point, one agency was looking for a man with 17 years' experience writing collateral copy for bat guano. And a manufacturer wanted a sales manager with ten years' experience selling nail clippers to three toed sloths.

Unfortunately. I couldn't fill the bill in either case. But if you've read this far, you might be interested in knowing that I *can* swing my weight in a meeting, fire up a sales organization, deal with top management people, create ideas that sell, write copy that moves merchandise, and stimulate those around me to better things.

Briefly, my background includes nine years with one of the big 50 agencies and top responsibility on national accounts. Then I started a company of my own in a different industry and from scratch made it successful enough where I could sell out and keep a few bucks. I have an MBA in marketing and finance and I'm under 35 years old.

If this description fits the image of someone you would like to work with, then get in touch. Just send your name and telephone number on company letterhead, and I'll call you . . . pronto.

Box 990, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

ASSISTANT ADVERTISING MERCHANDISING MANAGER

Real opportunity with leading record company for aggressive young man with music, electronic background. Box 984, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois

WOMAN COPY SUPERVISOR COSMETICS

You will **need** at least five years' agency experience — complete facility in print and TV—the ability and drive to start from scratch and come up with a **finished** selling campaign.

You will **have** the cooperation and respect of a group of pros—the well-known Wade advantages—a self-respecting salary—the fun of working on one of the country's fastest-growing cosmetic accounts.

Please mail résumé to Mary Afflick.
WADE ADVERTISING, INC.
20 N. Wacker Drive
Chicago, Illinois

GÜNTER BLÄSE

owner of the advertising agency Günter Bläse, Stuttgart (Western Germany), and Zürich (Switzerland)

will stay in New York from 1st to 10th of April and is very interested in contacting American advertising agencies which intend to turn over their branch office in Europe to a full advertising agency (75 employees; billing: 5 Million Dollars) in Germany or Switzerland. Please send your inquiries for the purpose of personal discussion to: **Box 983, Advertising Age, 630 Third Avenue, New York 17, N.Y.** From 1st of April you can send your inquiries to: Günter Bläse, c/o Hotel Waldorf Astoria, Park Avenue, New York.

PUBLISHER

We are publishers of several heavy industry trade magazines. One of these—in the general manufacturing field—needs a publisher. This man must have a successful space selling record. He must have had some magazine promotional experience. He should know something about factory management, production planning and material handling. He should be in the middle-late thirties or very early forties. This is an outstanding job for an outstanding man who wants to make some money. Tell us everything about yourself—in absolute confidence.

Box 985, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER INDUSTRIAL

Excellent opportunity in fast growing agency for experienced industrial writer. Should have 5 years agency background, versed in Chemical or Plastics industry. Trade ads, sales prom., etc. Write in confidence giving background, experience and present earnings.

Box 988, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING AGENCY OPPORTUNITY

Owner of one of New Jersey's long established, fastest growing small ad agencies seeks contact with principal ONLY of successfully operated small ad agency desirous of growing with us. Your personal ability to take over our entire *inside* operation—(not your billings)—is prime consideration. Write in complete confidence. Box 987, ADVERTISING AGE, 630 Third Avenue, New York 17, New York.

Fine, Fast, Fairly Priced Photography

pics photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

ACCOUNT EXECUTIVE

To join fast growing Chicago Industrial Agency. Must have at least 5 years experience in Chemical or plastics field, knowledge of marketing, merchandising and sales promotion. Excellent opportunity for right man. Give full details, clients served and salary requirements. Write in confidence. **Box 989, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.**

SALES MANAGER
Outdoor Advertising

Expanding Midwest company offers an excellent opportunity for a man with sales management experience in the field of outdoor advertising to take over an aggressive, established sales force and train and direct its expansion. The man who qualifies must have potential to become a member of top management at the policy-making level. Will start up to $15,000. Send resumes to:

Mr. Patrick Coughlin
Graebner & Company
401 Mobile Oil Building
Minneapolis 2, Minnesota

ARE YOU THIS MAN?

Right now you control an advertising account or accounts that add up to around $500,000.

But you're not satisfied with just that. You want to team up with men who are just as energetic and ambitious as you are.

You are looking for an opportunity to control your own destiny, to establish yourself as the head of your own agency, to protect your own interests and find security for the future of yourself and your family to participate in the growth of an agency already well established, in New York City.

All of this is possible if you are this man.

First, please write to Box 972, ADVERTISING AGE, 630 Third Ave., New York 17, New York, giving us the facts about yourself. Naturally your reply will be held in strictest confidence. Our staff knows of this ad

HAVE YOU WRITTEN SUCCESSFUL DIRECT MAIL?

Here's an opportunity for you to create and write for some of the largest direct mail accounts in the country. Ours is an agency rapidly expanding in the direct mail field and we're looking for a writer who can grow with us. If your ideas and copy have sold and you're looking for more responsibility and the money that goes with it, we'd like to talk to you. The salary is open depending on your experience and ability. Send us a resume in complete confidence. Our employees know of this ad. Box 991, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Inland Dailies Had January Increases in Total Linage: IDPA

CHICAGO, March 8—Midwest newspapers with circulations averaging 10,000 and 25,000 showed gains in January in national automotive advertising but big losses in other national advertising, according to Inland Daily Press Assn. Local, classified and total linage were up in both groups, IDPA said.

IDPA's "Advertising Index" showed the 10,000 circulation newspapers up 7.2% in national automotive, down 16.6% in other national, compared with January, 1959. This group of dailies showed a drop of 6.2% in total national, but local ads were up 3.2%; classified jumped 4.5% and total ads increased 2.5%.

The 25,000 circulation group gained 5.4% in national automotive, but lost 21.1% in other national and 13.7% in total national. Their local was up 7.5%; classified 8.6% and total advertising, 6.3%. #

K&E Appoints Four

Robert Fitzgibbons, formerly with D. P. Brother & Co., has joined the Detroit office of Kenyon & Eckhardt as an account executive. In New York, K&E has named Sidney Belanoff, formerly a lecturer at Brooklyn College, and Arthur Kover, previously in the reading office at Yale University, project supervisors in the research department. Robert W. Kellogg Jr., formerly with Campbell-Ewald Co., has rejoined K&E as a member of the copy department. He previously was with the agency from 1955 to 1957.

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65
Larger sizes, proportionately priced.
Ward Kah Box 87-A Glendale 6, Calif.

DON HARRIS NEEDS:

MARKETING RESEARCH EXEC. Eastern mfr. New, big job.....TO $17M
AE, traffic appliances. Fast-rising agency .....$15M+
MEDIA DIRECTOR, one who reads marketing plans. Important office, top agency. All media. Good presenter to important clients .....TO $15M
COPY, important Midwest agency, to write on petroleum products, also to farm market .....TO $14M
COPY, WOMAN, upper-rank dept. store writer with deft, sprightly flair for high fashion and beauty. National mfr. $10-12M
ASST. AE, right-hand man to v. p., big agency's Chicago office. Grocery-product exper. Mid 20's to early 30's.....$10M

DON HARRIS, Director
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WAbash 2-9400

Better Jobs and Lower Fees

ASST. A.E. grocery b/g	10-13M
AD. MGR. consumer products	15M
AD. MGR. food processor	15-20M
AD MGR. industrial manufacturer	8-11M
COPY SUPERVISOR ad agency	20-30M
COPY CHIEF trade papers	8-11M
COMMUNICATIONS cinema b/g	9M
EDITOR (2) nat'l trade paper	6-8M
VISUAL AIDS SPECIALIST expd.	8-9M
WRITER data processing, exp.	10-12M
EX. HOUSE ORGAN electronics	12-14M
ART DIRECTORS ad agencies	9-12M
ART DIRECTORS retail stores	10-15M

Send 2 complete resumes to us for confidential handling
WALKER
83 So. 7th St., Minneapolis 2, Minn.

McKearnan Rhodes Gerhold Matthews Tully Pomerance DuBois Zielske

FC&B RESEARCHERS MEET—*Attending the annual Foote, Cone & Belding directors of research meeting in San Francisco Feb. 25-26 were Thomas McKearnan, New York; Taylor Rhodes, San Francisco; Paul E. J. Gerhold, chairman, New York; E. C. Pomerance, Chicago; Cornelius DuBois, New York; Hugh Zielske, Los Angeles; William C. Matthews, San Francisco, and Richard Tully, senior vp.*

NAEA Gets 1,200 Contest Entries in First Five Weeks

CHICAGO, March 9—More than 1,200 persons have already entered a slogan contest sponsored by Newspaper Advertising Executives Assn. to promote the Audit Bureau of Circulations, Robert Pace, NAEA secretary, announced today.

Mr. Pace said that entries have been mailed to him from all sections of the U. S. and Canada. He pointed out that official entry blanks are now available from NAEA headquarters, in Danville, Ill., or from any newspaper member of NAEA, but he added that slogans may be submitted without use of the official entry blanks.

Most of the entries have been from personnel of agencies and national advertisers, Mr. Pace said, but quite a number have been sent in by local advertisers. The contest, which will close April 4, offers prizes of $300, $200 or $100 for the slogan of 25 words or less

ENTRY BLANK

SLOGAN CONTEST
$600 in CASH PRIZES

FIRST PRIZE $300 | SECOND PRIZE $200 | THIRD PRIZE $100

for a SLOGAN of 25 WORDS or LESS

best expressing the role of ABC-audited circulation as the basic and most important measurement in the evaluation of print media.

EXAMPLE: "Don't show it to me if it isn't ABC."
"Let's start with ABC before we go to NYC."
"I want all the facts, but I want ABC, too."

SUBMITTED BY:

Name

Company

Address

City Zone State

MAIL YOUR ENTRY BEFORE April 4, 1960 to: ABC Slogan Contest, N.A.E.A., Box 147, Danville, Ill.

"best expressing the role of ABC-audited circulation as the basic and most important measurement in the evaluation of print media."

■ Alan Wolcott, exec vp of ABC, told ADVERTISING AGE that the bureau has received numerous inquiries since the contest was announced last month (AA, Feb. 1). "I am pleased that NAEA is sponsoring the contest," he said. "I feel that any move which focuses more attention on ABC auditing procedures is in the best interests of the entire industry."

Entries should be addressed to ABC Slogan Contest, Newspaper Advertising Executives Assn., Box 147, Danville, Ill. Personnel of media are not eligible to enter. #

Jack Wyatt Elected VP

Jack Wyatt, advertising sales manager of *American Builder*, has been elected a vp of Simmons-Boardman Publishing Corp., New York.

Keystone Adds 12 Affiliates

Keystone Broadcasting System, Chicago, has added 12 new affiliates. They are KDXE, North Little Rock, Ark.; WGOR, Georgetown, Ky.; WPLB, Greenville, Mich.; KTTN, Trenton, Mo.; KNCY, Nebraska City, Neb.; WCNL, Newport, N. H.; WMPM, Smithfield, N. C.; WTOE, Spruce Pine, N. C.; WKSK, West Jefferson, N. C.; KBUY, Amarillo, Tex.; KRIC, Beaumont, Tex.; and WLES, Lawrenceville, Va.

You could probably even sell a USED TENNIS RACKET in the Ad Age Classified Section!

. . . for The Advertising Market Place is sort of a one-big-family meeting place where over 177,000 marketing men get together each Monday to hire, buy and sell. They are alert to unusual situations. Surprising results are scored by these low-cost ads. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: **$1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.**

Display Classified Rates: **take card rate of $18.75 per column inch, and card discounts, size and frequency apply.**

I am enclosing $_____

My Name_____

Street_____

City_____ Zone_____ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

SURE WE MEAN BUSINESS!

by
Bert Ferguson
Exec. Vice-President,
WDIA

"The secret of success is constancy to purpose." Disraeli said that, and it's a definition you just can't argue —no matter what you're trying to achieve!

That's why we say, "When it comes to selling the Memphis Negro Market, Success is spelled W-D-I-A!" Our constant purpose has always been to deliver profitable, high volume sales for satisfied advertisers . . . in a market they just can't reach with any other medium! MORE THAN JUST A RADIO STATION . . . WDIA HAS BECOME A POWERFUL ADVERTISING FORCE IN MEMPHIS—AMERICA'S 10th LARGEST WHOLESALE MARKET!

We're proud of our success story! America's only 50,000 watt Negro Radio Station—that's WDIA! Only 50,000 watt station in the area—WDIA! First station in the country to program exclusively to Negroes—again, WDIA!

POWERFUL ADVERTISING FORCE

Negroes make up 40% of this high volume market, and you simply can't sell the Memphis Negro without WDIA!

Low Negro newspaper and magazine readership means you can't reach the Negro with these media. Television ownership is low. And, because he listens first and foremost to WDIA, you can't sell the Memphis Negro with any other radio station!

WDIA's all-Negro entertainment staff commands the Memphis Negro's loyal listenership! How? With a triple-threat combination of exclusive Negro programming, personal appeal, and hard-hitting salesmanship! Known far and wide for its "50,000 Watts of Goodwill" through active public service and civic leadership—WDIA has become a vital part of its listeners' daily lives!

It's A Big Buying Market!

It all adds up to this: WDIA's fabulous success story can mean high volume sales and profits for *you!*

Within WDIA's listening pattern are one-and-a-quarter-million Negroes. The biggest market of its kind in the entire country! They have total earnings of $616,294,100 per year. And they spend, on the average, 80% of this income on consumer goods!

Only WDIA reaches and sells this enormous audience. That's why, no matter what your budget is for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar must go to WDIA! Otherwise you are missing 40% of the Memphis Market!

And, in this big buying market, the Negro buys quality—the Negro buys *quantity!* To cite just a few examples, last year Negroes in the Memphis market area bought 63.7% of the cooked cereals sold in Memphis . . . 38.8% of the cooking and salad oils . . . 61.3% of the flour . . . 42% of the toothpaste . . . and 45.1% of the hand lotions and creams!

In the past 10 years, national and local advertisers have invested $4,396,854.81 on WDIA. This prominent list of advertisers includes: WONDER BREAD . . . PROCTER & GAMBLE . . . CHEVROLET . . . TETLEY TEA . . . NATIONAL BISCUIT COMPANY . . . MUM . . . CARNATION MILK.

Yes, in the Memphis Market, WDIA means business for *you!* We can prove it! Just drop us a line today. We'd be proud to send you facts and figures.

Top Rated by All Audience Surveys for Ten Years!

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

EGMONT SONDERLING,
President
ARCHIE S. GRINALDS, JR.
Sales Manager

'Electronics' to Print ABC Statement

NEW YORK, March 9—*Electronics* will carry its full, official ABC circulation statement in a special five-page section in its March 18 issue. James Girdwood, publisher of the McGraw-Hill publication, said, "As far as we know, such a statement has never before been published in a magazine for electronics men."

The statement—showing 52,200 average total paid circulation for the six months ending last Dec. 31, is being published, Mr. Girdwood explains to subscribers, because:

"We want you to know what company you keep.

"It explains why we ask so many questions of our subscribers.

"We want you to know that the editors know who you are, and therefore know how to help you."

■ ABC, he adds, "constantly urges and helps editors to develop and supply the kind of information and help for which you are willing to pay."

It helps us "describe the audience to our advertisers and prospective advertisers. This is important to you because . . . without advertising, *Electronics* would have two alternatives: (1) Increase the subscription price to cover the true cost of the publication, or (2) reduce the editorial service."

■ The ABC statement, he continues, provides "the advertiser with information which he can appraise and evaluate in selecting those publications which promise the most effective results. Like the editors, he too, can study the people in the audience and gear both his product and copy in terms of their interests.

"And, because of all of this, you are the boss.

"The success or failure of an ABC publication is in the hands of its subscribers. If the editorial service rendered does not measure up to your expectations, you will reject the service and the audience of the publication will shrink. Advertisers will find the medium less attractive.

"Most publishers recognize this fact and gear editorial service to the needs and interests of the subscriber, knowing full well that a publication's success will be contingent on how well it performs in this vital area." #

Brisacher Peterson Mrs. Brisacher Kinsley Burns

PARTY GOERS—*At a cocktail party given by the San Francisco chapter of the American Assn. of Newspaper Representatives were Robert Brisacher, Mrs. Isabelle Brisacher and Stanley Peterson, all of Cunningham & Walsh; Bob Kinsley, Sawyer-Ferguson-Walker Co.; Joe Burns, Fitzpatrick Associates.*

Allen Joins NBC-TV

Sidney P. Allen, formerly vp, sales, of Mutual Broadcasting System, has been named a general sales executive at NBC-TV, New York. He will report to Thomas B. McFadden, vp, national sales manager, NBC-TV. No one has been named yet to replace Mr. Allen at Mutual, but Eugene H. Alnwick, sales manager, is expected to move into the vacancy.

AMERICAN AGRICULTURE IS CHANGING MORE RAPIDLY THAN ANY OTHER INDUSTRY

In editing and publishing eight state farm papers, stretching from Pennsylvania to Kansas, we are brought face to face with the truth of this statement.

FARMING IS BECOMING HIGHLY LOCALIZED

Farmers in Michigan are having fewer interests in common with those in Tennessee. The problems of a Missouri farmer are different from those of a Pennsylvania farmer. That is why our state farm papers, each edited for its localized readers, are doing such a good job for agriculture and for advertisers.

We have realized for a long time that we were selling Capper's Farmer Advertising in competition with our state farm papers, and therefore, we have discontinued Capper's Farmer.

We can offer advertisers, who want to reach the heart of the agricultural market, a direct, effective and flexible means of communicating with farmers through our local state farm papers.

LET US HELP YOU

DIRECT YOUR ADVERTISING MESSAGE TO FARM CUSTOMERS THROUGH THEIR OWN LOCAL FARM MAGAZINES, THE STATE FARM PAPERS.

Oscar S. Stauffer, PRESIDENT
CAPPER PUBLICATIONS, INC., DIV.
STAUFFER PUBLICATIONS, INC.

TOPEKA	CHICAGO	CLEVELAND	NEW YORK	LOS ANGELES	SAN FRANCISCO
8th & Jackson	333 N. Michigan Ave.	1010 Rockwell	342 Madison Ave.	3142 Wilshire Blvd.	57 Post St.
FLanders 7-4421	FRanklin 2-7200	MAin 1-6774	YUkon 6-2090	DUnkirk 2-8391	SUtter 1-7440

Cuba Ad Business Gets Shellacking by Castro

(Continued from Page 3)

the advertising business. On the contrary, it is probably the most advertising-conscious government in the world. Advertising has simply dried up, because no products—mainly U.S. products—are available to sell.

Fighting to establish a manufacturing base in Cuba, the government has stopped importations of dollar goods wherever it can. The effects can be seen without any difficulty: Empty automobile showrooms, vending machines devoid of U. S. cigarets, stores out of stock or short on many product lines.

Cuba does make its own cigarets, and these brands are available and well advertised. As a matter of fact, cigaret and beer promotions now seem to be holding up the entire Cuban advertising business.

■ In many cases, agency men here say, even Cuban manufacturers have cut their budgets, explaining: "Why advertise when we can sell everything we put on the market right now?"

Uncertainty about the future also has led to weaker spending on the part of some U. S. manufacturers with local operations. Esso Standard Oil, for example, has sharply reduced its advertising here.

BUY CUBAN—*A message from the Cuban Electricity Co. urges Cubans to be patriotic and "consume Cuban products." Headline advises: "You can do as much as anyone for Cuba."*

Media, as well as agencies, are feeling the pinch. Magazines and newspapers have thinned. There are huge blocks of unsold radio-tv time. Poster sites are empty or carry ads for products no longer available. Two television stations and half a dozen newspapers have been "intervened" by the government, the latest being *El Mundo* and its companion tv station.

■ The slack in advertising has been taken up somewhat by the government itself. This is—and perhaps it is typically Cuban—an advertising-happy government. At the recent Latin American advertising convention in Caracas (AA, Feb. 29, March 7), the delegates agreed that governments could strike a blow for their own stability if they did more advertising to tell the public what they were up to. On this test, the Castro government passes with flying colors.

Under the leadership of Sr. Castro, the government has emerged as possibly the largest advertiser in Cuba. This is not counting the marathon tv talks given by Sr. Castro. The various government ministries here have information divisions and lay down a continual barrage of advertising on many subjects.

There have been campaigns to get people to file their income tax reports, to explain the agrarian reform law, to get rabid dogs off the street and to urge the sparing use of water, among others.

■ This advertising is *not* the crude propaganda that is often the trademark of governmental promotions. It is paid advertising; the bulk of it goes through agencies and it is quite competently done.

The government has used newspapers, magazines, radio, television, posters and cinema screens to reach the public. From a technique standpoint, Cuban admen do not fault this advertising. The film spots on tv and movie house screens have, in fact, been quite clever, using a good deal of humor and often leaving the audiences in stitches.

Fidel Castro continues to be an immensely popular leader here, and most observers believe this heavy advertising has helped to cement his ties with the populace.

■ The two agencies that have garnered the bulk of the government advertising are Publicitaria Siboney, a shop organized some five years ago to handle Gravi toothpaste, and Publicidad OPTLA, the Bacardi and Hatuey beer agency, headed by veteran Cuban adman, Raul Gutierrez. A film company asssociated with Publicidad Guastella has also benefited, and small segments have been handled by McCann-Erickson, Soria, Ruiz & Co. and Publicidad Alvarez Perez—although McCann no longer does any work for the government.

One of the big topics of conversation among Cuban admen these days is the departure of Mariano Guastella, the exuberant, unpredictable head of Publicidad Guastella, heretofore regarded as Cuba's largest agency, with billings in excess of $3,000,000.

Mr. Guastella left Havana two weeks ago for Spain to confer with his client, Pedro Domecq, the big Spanish liquor producer.

■ Mr. Guastella was reported to be interested in establishing an agency in Spain to handle Pedro Domecq and to promote greater trade between Cuba and Spain.

One agency president here said: "You know, you can never tell with Guastella. He might be back in one month or eight years." It was recalled that some 10 years ago Mr. Guastella went off to Mexico, established an agency and joined forces in a short-lived union with McCann-Erickson.

No important agency here has been "intervened" yet by the government, but if advertising continues to decline this might very well happen. It is virtually impossible to go out of business. If a company pleads it can no longer meet its payroll, the government simply steps in and takes over the company.

■ Today, most agencies in Havana are carrying payrolls not justified by current billings. McCann-Erickson, for example, is carrying a staff of 72, perhaps the largest in Havana. McCann, of course, is fortunate in that it has two good local advertisers, Coca-Cola (which dominates the Cuban market) and a Cuban cigaret brand, Competidora, as well as the Esso account. Beyond these, it has the financial backing in New York to help it ride out this crisis—as it has ridden out crises in other Latin American markets.

Other agencies here are not so fortunate.

Those agencies handling export accounts out of New York may be hit the hardest. Publicidad Inter-Americana, headed by Kenneth Campbell, has several of these accounts, and Godoy & Godoy—formerly Godoy & Cross but now split asunder into the Godoy shop and Publicidad F. Cross—handles all the J. Walter Thompson Co. business here.

■ With the exceptions of McCann and Grant Advertising, which has a shop run by a Cuban adman, Aurelio Maruri, no U. S. agency has put a branch office into Havana, despite the previously healthy Cuban ad volume. One major reason why they have not is the 10% extra commission Cuban media have traditionally allowed on all accounts originating in New York. Under this system, the originating agency in the U. S. collected 10%, while the Havana associate collected the full 15%, quite a contrast to those markets where the 15% has to be shared by the two agencies. However, it is precisely this export business that has slowed to a trickle here.

There are other problems, too. A new Cuban regulation prohibits the importation of all advertising materials—mats, films, etc.—that are to be used in Cuban advertising. All of this work now has to be done here.

■ At one point, the government was also set to ban the exportation of such materials. But this activity is still being allowed. Such a step would have been a body blow to McCann, which uses its Havana office as a production center on Esso and Coke for the entire Caribbean area.

The new regulations—and there are new ones promulgated every week—have made both *Time* and *Reader's Digest* nervous, but they are still maintaining their production centers here. The Latin American edition of *Time* and all the Spanish editions (except the Argentinian) of the *Digest* are printed by Omega Press here.

The government has made it clear by now that it intends to control or closely regulate all industry in Cuba. Ten days ago Premier Castro announced a 1960 industrialization program of $250,000,000. He said then that if foreign capital came into the country it would have to be invested through the government.

■ Charging that in the past foreign investors in Latin America have been interested only in fast profits, Sr. Castro declared: "If we entrust our entire future to private foreign capital, that capital will not only want to control our economy, as has happened before, but will also want to control our politics, as also happened before."

The Cuban workers, through their trade unions, have agreed to finance a good portion of this industrialization via 4% payroll contributions, which the government promises will earn 7% interest. The state factories established under this program will belong to a public company, Pueblo S.A.

Sr. Castro has explained that imports must be sharply restricted, so that the savings in foreign exchange can be used to industrialize the nation. This, he has told the Cuban people, is the road to increased consumption—and he has warned them that it will take time.

■ The government's economic policies are being supported by intensive propaganda. Automobile windshields, store windows and outdoor signs carry stickers proclaiming: "Buy Cuban Products" or "Buy the Products the Country Produces." This is, of course, pure propaganda; at the present time, there isn't much choice. Cubans who have been accustomed to smoking Camel cigarets or shaving with Noxzema shaving cream now have to find substitutes.

The anti-foreign-products campaign has given Cuban advertising quite a patriotic touch. Companies with plants here—even U. S. companies—do not fail to point out that their products are Cuban-made.

■ Colgate-Palmolive, a company headquartered on Park Ave., puts a picture of its Havana plant in its ad and notes slyly that it manufactured the first Cuban toothpaste back in 1926.

Nestle, a Swiss-based company, advertises Nescafe as "un producto Cubano." And Coca-Cola, known in some circles as an American institution, now uses the following legend in some of its advertising: "The largest consumer of Cuban sugar in the world."

■ One of the saddest features of Havana today is the absence of U. S. tourists, despite a plus-$1,000,000 campaign by the government in U. S. media and attractive lures such as half-price air fares.

Havana hotels are depopulated and running heavily in the red. Waiters and busboys stand around six-deep, waiting for a customer. In the casinos, only one or two tables are running. The Havana Hilton, probably one of the most palatial hotels ever built, glistens in luxurious but somber silence. In Havana's Vedado, the procurers now outnumber the tourists.

Cuba took in some $65,000,000 from tourist business in 1957. Last year it collected about $10,000,000, and 1960 may bring a new low.

■ The government is nevertheless merchandising its U. S. tourist promotion to the Cuban people. In the center of Havana, right across from the Hilton, there is now an exhibition explaining some of the government programs, and one section is devoted to the U. S. campaign.

It is pointed out here that the tourist commission's agency, Harris & Co., Miami, is reaching millions of Americans with beautiful four-color ads in leading maga-

COLGATE DIGS CUBA—*Colgate-Palmolive Co., one of Cuba's largest advertisers and a non-user of agencies in Cuba, has joined the "Buy Cuban" crusade with a toothpaste ad showing its Havana plant, where it made the first Cuban toothpaste back in 1926, and a Palmolive ad featuring testimonials from the "beautiful queens of the revolution," including Lusita Gastell, "Queen of the Revolutionary Air Force"; Haydee Jorges, "Queen of the Rebel Army"; Vivian Suarez, "Queen of the Revolutionary Police"; Cira Gonzales, "Queen of the Revolutionary Navy"; and Sonia Leon, "Queen of the Queens," who says: "I have used Palmolive since I was a child because it leaves the skin smooth."*

THREE MAINSTAYS—*Locally-produced beer, soft drinks and cigarets keep the Cuban ad business from caving in completely. McCann-Erickson handles Competidora and Coke; OPTLA produces the Hatuey beer advertising. McCann's Competidora copy notes that "Cuban tobacco is the best in the world."*

azines; several of the ads are displayed.

■ Cuban admen shake their heads at the failure of the tourist drive. They point out that the government has unnecessarily dissipated the entire value of the campaign by its anti-American pronouncements. One adman said he saw one issue of an American paper that carried a full-page Cuban tourist ad while the front page featured a new blast against the U. S. by Sr. Castro.

■ The Cubans—admen included—are bitter at what they feel has been unfair treatment in the U. S. press. They allege that U. S. newspapers have inflamed Americans against Cuba by playing up every little incident into big Page 1 stories.

One adman said: "Surely, there's not that much interest in Cuba in the U. S., is there?"

The Miami newspapers, in particular, have few friends here. One agency president said: "Those Miami papers have done a beautiful hatchet job on us. Naturally they want all the tourists themselves. Well, they have done their job well."

■ While Cuban advertising men do not see any brilliant future unfolding for them, they do give grudging credit to Sr. Castro for some of his accomplishments. They point out that he has built schools, ended the gambling that used to be rampant here and eliminated all corruption in the government.

"The government is so honest now it's almost sickening," one adman said. Under a new law, a civil servant caught taking money can get the death penalty.

Few Cuban admen are prepared today to make any long-range predictions on the course the advertising business will take here. There are those who say, "In the end, we may have it better than ever." But the prevailing sentiment seems to be one of fear that things are going to get much worse in the immediate future. As one agency man said, on parting, "I hope you're praying for us." #

LEADING ADVERTISER—*Fidel Castro's revolutionary government believes in advertising. Two different ads urge Cubans to have their farmlands irrigated ("If you don't have the money, the Ministry of Agriculture will take care of it for nothing"), and buy government savings bonds which bear interest and which are tied to a lottery (top prizes: $100,000 and 10 modern houses).*

merchandising. Advertising should assume some responsibility for helping these youngsters and their families eat better." #

Allied Paper Launches Push

Allied Paper Corp., Chicago, will use detailed sales aids, direct mail and color inserts to promote its four major product categories, colorcraft, solar offset, coated papers and book (publishing) papers. Among publications for which inserts are slated are *Advertising Requirements, Art Direction, Graphic Arts Monthly, Inland Printer, Modern Lithography, National Lithography* and *Printing*.

Mullen Joins WCBS

James F. X. Mullen, formerly a senior copywriter in the advertising and promotion department of ABC-TV, has joined WCBS, New York, as assistant to Dick Stahlberger, manager of sales promotion.

Price Ads Becoming Obsolete in Food Retailing: Kiefer

CHICAGO, March 8—Retail food store advertising is destined to change from mere price listing to more creative copy and layout in the 1960s, according to Mrs. Marie Kiefer, executive director of National Assn. of Retail Grocers of the U. S. and editor of *Nargus Bulletin*.

Mrs. Kiefer told the Advertising Executives Club here today, "Food advertising in newspapers totals about $500,000,000 annually, and although most is still price advertising, the change is coming—in fact it's already started."

The modern young homemaker buys "an idea," not a price, Mrs. Kiefer said; she buys family enjoyment, not an item. She expects assistance from the retailer, and that includes better food advertising which will give her ideas for a family or company meal, the Nargus executive added.

"The enterprising retailers I work with rely heavily on trade publications for sales and promotion ideas. Trade magazines in the food field provide the manufacturer with an additional sales force," she said.

■ Commenting on the youthfulness of today's young homemaker, Mrs. Kiefer said that in 1959 there were 272,000 new brides 18 and younger. "They constitute a mighty big market, and food retailers nationwide are giving more and more attention to their shopping needs," she noted.

"Guidance for young homemakers in the purchase and use of products is an important part of

Need Source Material For a Campaign?

- Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

"FILM SENSE" at work

This Phillies Cigar spot is one of a series featuring the ability of a good cigar to ease the tensions of everyday life. Filmack's "film-sense" combined the rootin', tootin' tempo in animation followed by smooth, easy, live action to emphasize a situation in which the relaxation of a cigar would be welcome.

*Film-sense at work—the happy blending of creative ability, mechanical know-how and a staff ready to tackle your needs and your budget. To learn more about "film-sense," send for your copy of our new booklet explaining Filmack's many approaches to film problems.

FILMACK

TV COMMERCIALS • THEATRE FILMS
INDUSTRIAL MOTION PICTURES • SOUND SLIDEFILMS • SLIDES

1331 S. WABASH AVE., CHICAGO 5, HA 7-3395
630 NINTH AVE., NEW YORK 36, PL 7-0900
(Complete Production Facilities at Both Locations)

It's great to have help when you need it—

—willing, wholehearted, result-ful help! It's a likely reason why many harassed advertisers, up against a tough photo-engraving problem or a stiff production situation, try ROGERS' skilled, comprehensive service—and stay on as regular customers. Experienced master-craftsmanship that assures day after day delivery of uniformly excellent reproductions plus this readiness to go to bat in emergencies, must prove to be mighty safe guarantees of permanent satisfaction.

ROGERS
engraving company
2001 calumet avenue • chicago 16
master-craftsmen of photo-engraving

DISASTER

Earthquake in Morocco . . . the agony of a city shaken to death. Reported in LIFE in pictures and the first-hand story of a woman buried alive for about 40 hours.

HOPE

An artificial muscle for polio patients invented by the man who triggered the first atom bomb.

ROMANCE

In LIFE Magazine visit the London of Antony Armstrong-Jones, unofficial court photographer and fiance of Princess Margaret.

FUN

Khrushchev called the movie "Can-Can" naughty and decadent. Was he right? See LIFE's color pages and judge for yourself.

ADVENTURE

The story of a man who 20 years ago fell into a hole in the ground and found it full of gold ingots. Can he find it again today?

STRUGGLE

The civil rights battle . . . in the Senate and the South, seen by LIFE photographers and artists and described by best-selling author, Harry Golden.

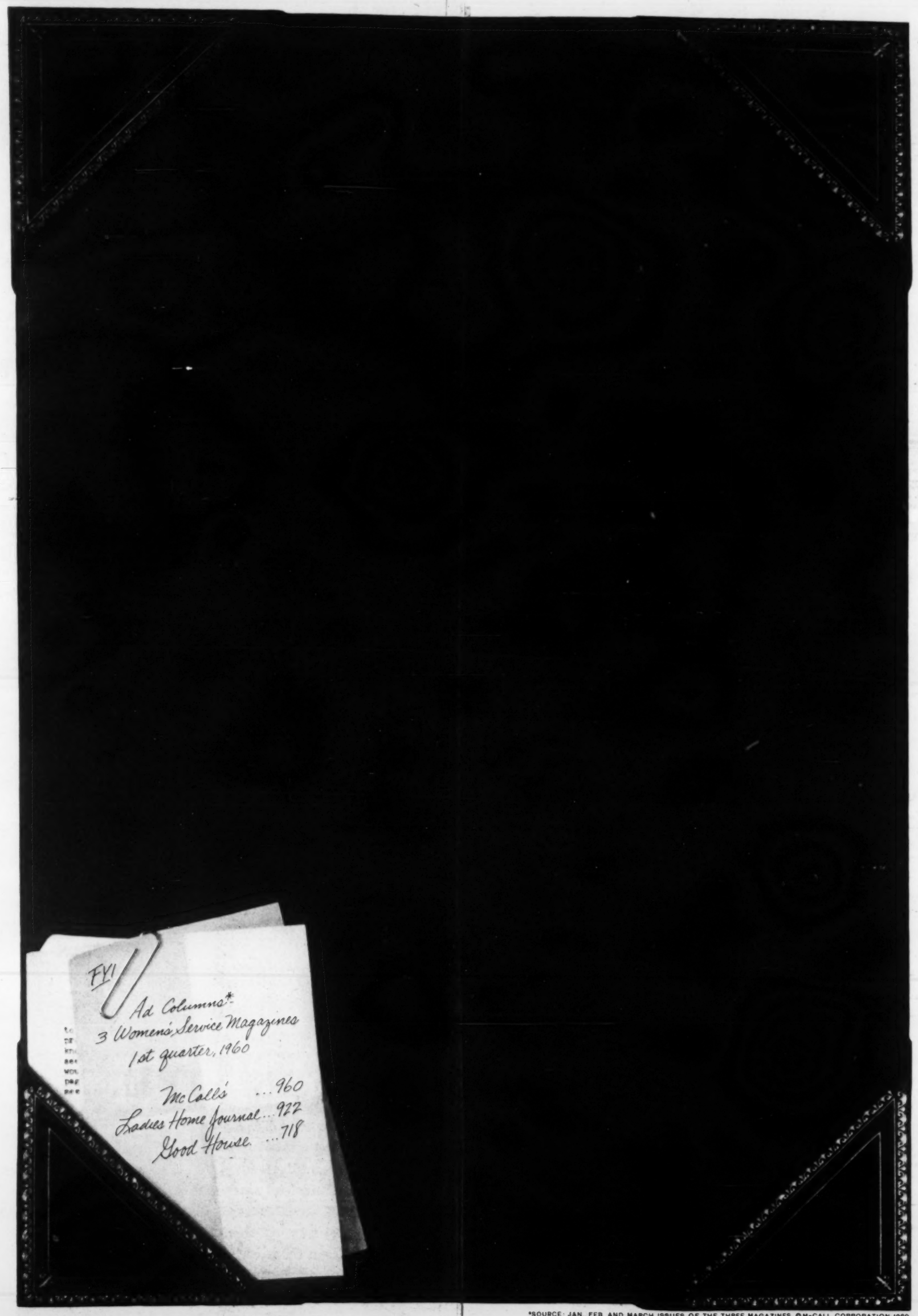
BEAUTY

The latest creations from the French high-fashion houses. Discover how you can buy these designs at 1/10th the Paris price.

All this in this week's issue of LIFE...

Hard to believe that so much can happen in a week of life and LIFE. And in weeks ahead, LIFE will spark with the stories that you don't expect—plus many things you know right now that LIFE will cover, like: Khrushchev's visit to Paris—De Gaulle's visits to London and Washington—the summit meeting—the summer Olympics in Rome—the Wisconsin primary—the political conventions—the frenzy of the presidential campaign. Predictable or unpredictable—you can expect it in LIFE. Is it any wonder that 6,700,000 people buy LIFE every week?

NOW ON SALE



*SOURCE: JAN., FEB. AND MARCH ISSUES OF THE THREE MAGAZINES. ©McCALL CORPORATION 1960.